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TEEN DIARIES

From media to tech,
what they're up to
(and what they think
about brands)

MATT LEVITAN

champions
PlayStation.ca
fantasy

WORD FROM THE
CORNER OFFICE
Bruce Elliot
shapes
SECOND CUP'S
second life
as "oasis" cafe





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MEDIA

Media Decon looks at stand-out youth efforts



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YOUTH. REPORT.

Kids tell what hits and what misses in their own words



On the cover

Who better to market videogames than an enthusiastic gamer? One could say Matt Levitan, marketing and PR manager at Toronto-based Sony Computer Entertainment Canada, fought his way into the industry like a character in a videogame. Seen here in his alternate universe incarnation God of War (thanks to Photoshop artist Bryan Espiritu of Toronto-based Segal Communications), Levitan aggressively pursued his desire to drive PlayStation's Canadian marketing efforts. First he bartered his way onto the account via Sony's agency, then won the gig as PlayStation's first Canadian brand manager.

His new project is his hard-won Canadian website PlayStation.ca. Read all about it in Who to Watch, page 23.



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It's time 4u to get in2 the age of Interactivism.... Book.

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In our final instalment of Media Deconstructed, we peel back the covers on the best youth plans and find...a ton more work invested. The winners – **Hilroy**, **McDonald's**, **LG Chocolate** and **Hershey's** – connected via integrated webs of interactivity, innovation and experience.

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While you can't rely on focus groups – or what consumers think (apparently even *they* don't know how they really feel) – measuring saccadic activity can give researchers the true picture.

61 understanding youth

With some help from **Youthography**, we take it to the target. Three teens from across Canada give us a peek into their media- and brand-saturated lives.

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Janet Kestin and **Nancy Vonk** call for women in advertising to break the glass ceiling, while **Will Novosedlik** gives a big zero to the Big 5 banks.

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Youth, like the French, have a different word for everything. **Carat** schools you with teen Babblefish tools.



The new school: an inconvenient truth

It's the youth issue, and in a *strategy* first, we've given the entire report over to teens. Typically the editorial team picks the content we think is the most relevant, but this year, it was time for a "reality" check. With the help of Youthography, we recruited three teenage journalists (well, they kept journals, so that qualifies), and asked them to record a typical week in their lives. To get a sense of how media is consumed, how brands are perceived, and what it takes to make an impression in their world, read on. (See TeenSpace, p. 61.)

We've also focused on successful youth campaigns elsewhere in the issue. The final instalment of Media Deconstructed reveals the best youth connection plans, and The Back Page, courtesy of Carat, helps you understand youth in the most literal sense.

The common thread here is that this generation does not like being "marketed to." So, to get a read on the new school of ad thought, *strategy* spoke to two agencies that are tapping into what they respectively describe as culture economy, and interactivism.

NYC- and Amsterdam-based StrawberryFrog, run by ex-pat Canadians, has a knack for getting noticed in unconventional ways. The agency took Onitsuka Tiger sport shoes from a forgotten '60s retro brand five years ago to selling over 400 million pairs globally, without a whiff of traditional advertising. Instead, they used tactics such as having the Tiger choir from the Asics factory in Japan perform their version of old soccer songs during the World Cup. Uma Thurman wore the sneaks in *Kill Bill*, and Frog maxed that by creating short films that ran prior to the film's premieres.

Agency founder Scott Goodson keynoted and chaired the Global Future Marketing Summit last month so *strategy* checked in with him on youth marketing. On a rare spring-like day during March Break, on the patio of the agency's New York penthouse, Goodson described Gen Y as a consumer group of honesty. "They don't need crap marketed to them. They have an enormous appetite for a bigger world. They don't need to be led by the nose – they want to find it and be a part of it." To achieve this, Goodson says, "a brand has to be authentic and lead culture.... The new method is working with consumers: 'Hey bud, what ideas do you have?'" And to succeed? One more thing: "The brand needs to provide real tangible value."

Goodson says this entails understanding the consumer, being part of culture and encouraging interactivity. Brands he feels get it range from Al Gore and Apple, to Scion and Nike ID.

On that note, Interactivism was the focus of a recent client and staff briefing hosted in Soho by Taxi's New York office. Presenters uniformly pointed to brands which are creating forums for two-way dialogue as the ones to take cues from. Taxi chair/CCO Paul Lavoie kicked off the sessions with this thought: "Doubt the conventional, create the exceptional." To illustrate the compelling need to shift gears from media spend to content spend, Taxi Montreal president Daniel Rabinowicz described today's consumer as "linked up, hooked up, mobile, skeptical and opinionated" adding that as prosumers "they are part of the story."

Brands that succeed, they argue, add value and involve the consumer, via viral, CGM and virtual interaction. Much of which defies labelling as advertising. The sources of inspiration tapped everything from sci-fi techy tactics like hypertags and QR codes, to art projects.

Rabinowicz explains that Taxi coined the phrase interactivism to convey that what's needed to connect in this environment is not merely a new medium, as an add-on, "it's a recognition that it takes a new vision." While this applies for all demos, it's especially true for youth.

Beyond observing a decidedly strong wind of change from Canada blowing through the NYC ad scene, I can't help but notice that the agencies that are excited by the new environment are flourishing, and that the marketers that are embracing it – like Dove and Axe – are changing the game. As Taxi VP, design & interactive CD Steve Mykolyn puts it: "If you're not out looking for new ideas where art and commerce meet, you're standing still."

Cheers,mm

Mary Maddever, exec editor, *strategy*/MIC

Executive VP / Laas Turnbull / lturnbull@brunico.com

Executive Editor / Mary Maddever / mmaddever@brunico.com

Creative Director / Stephen Stanley / sstanley@brunico.com

Copy Chief / Paula Costello / paula@strategy.brunico.com

Special Reports Editor / Natalia Williams / natalia@strategy.brunico.com

Reporter / Annette Bourdeau / annette@strategy.brunico.com

Correspondent / Patti Summerfield / psum@sympatico.ca

Contributors / Janet Kestin & Nancy Vonk / Will Novosodlik

Sales / (416) 408-2300 / Fax (416) 408-0870

Publisher / Claire Macdonald / claire@strategy.brunico.com

Sales Manager / Carrie Gillis / carrie@strategy.brunico.com

Senior Advertising Sales Agent / Ramona Persaud / ramona@strategy.brunico.com

Account Manager / Adam Conrad / adam@strategy.brunico.com

Account Manager / Michelle Tomicic / michelle@strategy.brunico.com

Western Canada Sales / Tracy Houston / thouston@brunico.com

(604) 893-8925 / Fax (604) 893-8926

Marketing & Publishing Co-ordinator / David Spevick / dspevick@brunico.com

Director, Creative Services / Kerry Aitcheson / kaitcheson@brunico.com

Production Co-ordinator / Sasha Kosovic / skosovic@brunico.com

Circulation Manager / Jennifer Colvin / jcolvin@brunico.com

Circulation Administrator / Brendan Mitchell / brendan@strategy.brunico.com

Circulation Administrator / Matthew White / matthew@strategy.brunico.com

Conference Producer / Wendy Morrison / wendy@strategy.brunico.com

Administration

President and Executive Publisher / James Shenkman / jshenkman@brunico.com

Executive VP / Laas Turnbull / lturnbull@brunico.com

VP & Editorial Director / Mary Maddever / mmaddever@brunico.com

VP & Group Publisher / Donna MacNeil / dmacneil@brunico.com

VP, e-Brunico and Circulation / Omri Tintpulver / otintpulver@brunico.com

How to reach us

Strategy 366 Adelaide Street West, Suite 500,
Toronto, Ontario, Canada M5V 1R9
Tel: 416-408-2300 or 1-888-BRUNICO (1-888-278-6426)
Fax: 416-408-0870
Internet: www.strategymag.com

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A woman with dark hair tied back, wearing a blue top and large hoop earrings, is seen from the side, reading a magazine. The magazine's left page features a computer monitor on a desk with the text "Welcome to the future. The flying cars will have to wait." The right page contains columns of text. In the background, a desk with a computer monitor, keyboard, and mouse is visible under a desk lamp.

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Hungry dogs, future flash and getting jiggy with youth

Conference season is at its peak in the next couple of months, so if you're having some difficulty deciding which ones to go to, here are a few tips that will lead you to some of the most unique and informative events with some of the coolest speakers.

On April 13, *strategy* and Leo Burnett present **Hungry Dogs and Chocolate Wrappers**, the first in a series of four seminars slated for this year.

The idea for the series arose out of the phenomenal response to Jason Oke's presentation at last year's Media in Canada Forum. Based on innovative research initiated by Leo Burnett (partnered with CanWest Mediaworks and The Ideas Research Group) to better understand what actually comprises consumer engagement, the series is rooted in seven pillars that activate engagement.

The first in the series, "The Mind," is a unique perspective on where engagement begins, and how pairing research with a creative approach will drive the bottom line. For details on speakers and agenda, go to www.strategymag.com/hungrydogs.

Next stop is Hart House at U of T on May 2 – if there's still room – for the **10th Annual Understanding Youth Conference**. We have an amazing roster of speakers including Mike Murphy, VP media sales at Facebook; Jeremy Verba, CEO of Pizco and Teen Research Unlimited's Michael Wood. Moderated by the inimitable Max Valiquette of Youthography, this one-day conference promises the tools, research and media to help marketers connect with tweens, teens and young adults. I'm not kidding about selling out, so visit www.understandingyouth.com for the full agenda and registration details.

Next up is a half-day conference exclusively for Institute of Communications and Advertising members. **FutureFlash** is being produced as part of the association's leadership forum on May 24. Headlining is Hamish Pringle, director general of the British association of agencies, Institute of Practitioners in Advertising (IPA), who will present "The Future of Advertising and Agencies – A 10-Year Perspective." This original research by Future Foundation, a global strategic consultancy and thinktank, is one of the most comprehensive studies of the industry's future.

Also at FutureFlash, Jonathan Knowles and David Rutherford will tackle the notion of bringing the issues of financing, marketing and advertising substantially more in tune with each other, with a shared accountability culture. The pair are co-authors of a soon-to-be-released book on the same topic. Contact the ICA directly for all the details.

And before your mind wanders to the dog days of summer, there's one more date you must mark on your calendars – June 7. Our goals at the inaugural Social Responsibility Forum are pretty simple: first, explore why CSR is becoming more crucial (via ROI and research sessions); then inspire CEOs and marketers by sharing the best practices of organizations that are blazing a trail globally.

Tony Pigott, president/CEO of JWT and Ethos Canada, is chairing this year's event and we're in the throes of confirming fantastic speakers and finalizing the agenda. Mark the date and check back here next month for more details.

'Til next month, happy conferencing. **cm**

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HOT N' HEAVY BROADBAND

Three big names – AOL Canada, Vice and Heavy.com are all rolling out new Canadian-specific offerings surrounding their online content.

Vice has just launched VBS TV, an online broadcast network featuring content ranging from music videos to hipster travel shows. There will be unique Canadian content and geo-targeted ad opps. Customized sponsored content opps that “go beyond product placement,” like an auto brand

PHOTO BY DUSTIN RABIN.COM



sponsoring a cross-Canada road trip starring a Vice personality will be possible. Vice's original site, viceland.com, gets 70,000 monthly Canadian uniques. The average Vice reader is 26, with a HHI of \$64,000.

Meanwhile, Heavy Canada launches on April 1, complete with an original Canuck show called “Canadian Contraband,” which will integrate the Virgin brand into the content. It will follow several emerging Canadian bands as they compete to win stage time at Toronto's V-Fest in September. It kicks off on the May long weekend at Vancouver's V-Fest.

Heavy has an average monthly Canadian traffic of 1.2 million unique visitors. It houses edgy video content, both user-generated and professional. “The difference between Heavy and YouTube is that we provide a filtration process,” explains David U.K., Heavy Canada's VP/GM. Heavy reaches a largely male demo (85%), with 60% 18-34 and 40% 35-49. Heavy Canada will be accessible via a redirect at Heavy.com.

While Vice and Heavy both boast a stronghold in the urban, tech-savvy twentysomething crowd, AOL offers access to a more mainstream audience. “It's really a broad demo because the product offerings range from Neil Diamond to Snoop Dogg,” explains Jennifer Stothers, national sales director at Toronto-based AOL Canada.

AOL's new channel, www.aol.ca/sessions, which launched in March, features over 100 intimate, exclusive performances. A special Canadian session will be highlighted each month with artists like Eva Avila, Feist and Bedouin Soundclash.

AOL is offering sponsorship packages that include a 100% share-of-voice for the Canadian session. Stothers says advertisers can expect to pay anywhere from \$50,000 to \$150,000 for a three-month sponsorship. **AB**

Miss Roboto at your service

They're always on time, never disheveled, and they maintain a consistently pleasant disposition. Could androids be the ideal front-line retail staff of the future?

The Korean Institute for Industrial Technology (KITECH), recently revealed the world's third android (humanoid robot), named EveR-2. Since she surpasses her predecessors' abilities, she has naturally been pressed into customer service. (KITECH rolled out EveR-1 in spring 2006, while Japan's Osaka University unveiled the world's first android, Actroid, in 2003.)

The newest android can sit, stand, speak, “see” and convey emotion. So far EveR-2 has performed in the Robot World 2006 musical of *The Wizard of Oz*, and is available to provide info at department stores and museums. She can even offer opinions like: “That red dress becomes you.”

But pundits say there's a long way to go before androids become common in North American retail. “Robots have to be intelligent – be able to learn...they also have to be agile,” says Ilya Vedralshko, emerging media strategist at Boston ad agency Hill Holliday and author of the ad tech blog MIT Advertising Lab. (<http://adverlab.blogspot.com>).

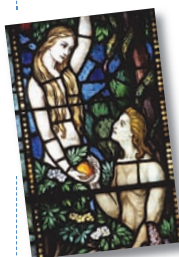
He says robot technology, retail infrastructure and customer acceptance hinder the progress of retail robots, and says it will be about 20 years before androids reach their full service potential. “We need to have enough people not freak out if a robot comes up to them saying: ‘Do you want to try on these jeans?’” **AB**



TRUE/FALSE

1. Robot builder Kokoro is part of the Hello Kitty/Sanrio world domination efforts.

2. American restaurant chain Chile's has pre-ordered 50 androids from Japan to act as novelty hostesses, set to start rolling out in 2008.



3. Korean androids EveR-1 and EveR-2 are named after the biblical first woman, Eve, with an R tagged on for Robot.

4. Female androids are called “gynoids.”

5. The National Drama Company of Korea has incorporated roles for EveR-2 into three upcoming plays.



Answers: 1.T; 2.F; 3.T; 4.T; 5.F (at press time, anyway)

hes could rock out?"

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Other	20.52%

This poll of 1009 Canadians was conducted by the Asking Canadians™ online panel between March 6 and March 8, 2007. www.askingcanadians.com



BMO thinks outside the bank

Groceries, laundry and Pamela Wallin podcasts brought to you by...BMO?

The Toronto-based bank is getting creative about differentiating itself from its formidable competition.

BMO Harris's new lifestyle services package, called enCircle Exec, will take care of tasks for its busy exec clients like gift wrapping and booking vacations. The services will be offered to clients with at least \$500,000 in investable assets as part of a fee calculated as a percentage of their balances. BMO is working with Shepell-fgi to provide the services.

"We believe that this will bring in new business...we're really standing out with this. There's nothing like this in Canada," says Jean Blacklock, VP at BMO Harris.

Meanwhile, BMO's private client group has just launched a podcast series hosted by journalist Pamela Wallin targeted at the pre-retirement 40+ crowd. It covers issues like health care and the economic environment.

"This supports our strategy around new retirement," says Caroline Dabu, SVP marketing, private client group, saying today's retirees see the prospect of time off as an opportunity to reinvent themselves.

"It's another way of educating our clients." **AB**



Brilliant!

◀ By Annette Bourdeau ▶

Who knew cockroaches could rock out? Lowe Roche, apparently. The Toronto-based agency's clever campaign for the Toronto Zoo's March break "Bugzibitz II" stars a musically inclined Madagascar hissing cockroach named Jeb to get kids excited about bugs. And given the uniquely captivating entertainment quotient, the site's pass-along-to-a-friend feature will no doubt achieve successful cyber infestation of the target demo.

Rockin' roach gets kids to the zoo

The campaign, which broke last month, centres on a microsite, www.bugsrock.ca, where users can check out Jeb's music video and biographical documentary.

"The insight is that you have to make animals fun for kids," explains Shanna Young, executive director, marketing and communications for the Toronto Zoo, adding that while the main target is six to 12, the exhibit should also appeal to teens and young adults. She says she and her team were taken aback when Lowe Roche came back to them with a singing cockroach. "Omigod, we were just blown away. It's so much fun. We weren't expecting this. It's such a catchy tune."

The campaign also included online banners on the YTV, Treehouse and Sympatico MSN sites, as well as print ads in the Toronto Sun. The microsite will stay up for the rest of the year to raise awareness about the zoo's permanent bug installations. Young is coy about whether they have other plans in store for Jeb's music video: "Right now, it's just on the website. But who knows..."



Bugs Rock
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What's not clear is whether the media planners who attend the Cannes Lions International Advertising Festival—packing their heads full of new media ideas, innovations and outstanding integration concepts in the seminars, workshops, content showcases, screenings, parties and networking sessions—had big ones before or after they went.

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SECOND CUP'S NEW INGREDIENT ESCAPISM – IT'S WORKING

The beyond-bean rebrand focus on experience is a work in progress, but so far the new blend is fueling a turnaround

◀ By Karen Mazurkewich ▶

The real drivers were emotional, it's about how you feel

When Bruce Elliot took over the reins of Second Cup at the end of 2004, he quickly learned a valuable lesson about café culture: It's not about the coffee. It's not about food quality or clean washrooms either. Elliot, who was previously president of Labatt Breweries of Canada, discovered the secret to good café sales was something more touchy feely. "The real drivers were emotional," he says. "It's about how you feel."

That simple revelation stunned head office, says Elliot. For years the company had been trying to tweak traditional drivers of the business, but same-store sales were flat and recruitment of new franchisees had slumped.

Second Cup opened its first kiosk back in 1975, and has since grown to 360 stores. The company didn't face any serious competition until the mid 1990s when Starbucks Canada expanded its reach across the country. Starbucks, which opened its first store in Vancouver in 1987, didn't launch a full-scale assault until 1996 when it signed an alliance with Chapters bookstores. Today, Starbucks operates over 400 corporate-run stores, and more than 100 licensed concept stores across the country. Timothy's, another Canadian-owned premium coffee purveyor, also got its start in 1975, but only operates 120 locations across the country.

So the new Second Cup prez embarked on an ambitious rebranding effort. Elliot hired Toronto-based Level5 as brand strategy advisors. They walked in and threw out much of the old research on bathroom cleanliness and coffee flavours. Level5 convinced Elliot to deploy an outside research team to look at parameters that went beyond infrastructure changes. "Successful brands differentiate on emotional attributes," says Peter Drummond, Level5 VP/senior advisor. The new research showed that "for Second Cup it's about escape and being a valued customer," he says. "That became the fuel to driving the [new] strategic decisions."



Head office is running this store on Eglinton Avenue in Toronto as a prototype of the neighbourhood oasis idea

Elliot unveiled Second Cup's new strategy at its franchisee convention in May 2005. By rebranding itself as the "neighbourhood oasis," Second Cup hoped to leverage itself as the Canadian David taking on Starbucks, the globalization Goliath.

The convention was a hit. Franchisees liked how Elliot's team honed the vision statement. "The concept of an oasis café was always there but we hadn't found the right words to define it until Bruce [said it]," says Philippe Assef, who owns a Second Cup in Laval, Que.

The convention started a brand roll-out plan that included a new store and logo design. And on the promotional side, Second Cup amped up its focus on women. The brand had success with a guerrilla marketing campaign that roped in star endorsements, and a magazine giveaway incentive program, and both efforts are being expanded upon.

Staff training also became imperative, and last June Elliot introduced online training modules. "We've spent a ton of time and money educating the front line," says Elliot. "If our brand promise is largely emotional and emotive, and the point-of-sale of the Cup doesn't deliver, it's a problem," he says.

Since its brand relaunch 18 months ago, Second Cup has seen a turnaround. Annual same-store sales climbed 6.2% in 2006, the strongest performance in a decade. (If price hikes are considered, the organic growth is actually 4.6%.) Its last quarter saw a 7.8% rise in same-store sales – higher than Starbucks.

The turnaround is significant considering Second Cup was also in the throes of a corporate changeover last year. In November, Gabriel Tsampalieros, the former CEO of Cara, bought all outstanding shares of Second Cup from Cara Operations. Premium coffee was no

longer part of Cara's core strategy, says Elliot, but Tsampalieros is committed to growing the business. "He knows us," Elliot adds. "So we are 100% Canadian and uniquely Canadian. It's the perfect situation." The company has also engaged in a major push into the Middle East. Since 2004, Second Cup has opened 23 stores in the likes of Dubai and Jordan.

But overhauling a 30-year-old image didn't happen overnight. Armed with info from the research firm Hotspx, Level5 helped assemble its "dream team." The role of Capital C, a new company hire, was to define the emotional space of Second Cup. (It replaced AOR Holmes & Lee.) "We provided new boundaries to define the look of the store, but factored in some flexibility to allow owners to create a personal stamp," says Capital C CEO Tony Chapman. He also pushed for seasonal in-store merchandising and simple, sexy signage. In turn, Capital C's ideation work gave the design firm Shikatani Lacroix direction on a new look for the store and the logo.

"Second Cup was the most un-united brand I'd ever met," says Shikatani Lacroix president Jean-Pierre Lacroix. "Every location had a different personality, some good, some bad, and some kitschy. There was a lot of kitschy out there," he laughs.

Lacroix brightened up the "dark and cluttered" environment. He introduced blues and cream tones for the interior, added crown molding, soft seating and new light wood countertops to make the cafés look like the "ideal home kitchen." Packages of artwork for wall displays are now offered to the franchisees, and new menu mini-boards have been simplified and made easier to read. "Instead of being 80% different and 20% consistent, we've made the cafés 80% consistent and 20% different," says Lacroix. "We didn't want to be cookie cutter," adds Elliot, "so we've built into [the prototype stores] the ability to be flexible in some elements. It's a very tricky design piece."

The new look was only part of the equation. Level5 also worked with Elliot on execution.

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SECOND CUP
Make Second Cup your Second Home

Second Cup has embarked on "Me time"-focused campaigns for women, which blend featured beverages with premiums

"The real challenge in the service business is to develop standards and processes that will make it a consistent experience," says Level5's Drummond. "We spent more money on training last year than we did in the previous 10," says Elliot.

Another innovation: the opening of a prototype "oasis" store in Toronto. The corporate office is running the concept store itself, and using it to experiment with building the new brand identity and experience. Franchisee partners are rotated into this store for ongoing feedback, and owners of older stores also get a chance to soak in the new cozy ambiance, says Elliot. The new prez is also screening

prospective investors more carefully. One new step in the brand experience upgrade is to insist that wannabe franchisees do an in-store try-out. Franchisee Antonio Chan describes how he has "informally interviewed" potential investors at his Danforth café. After a day of cleaning tables and mixing drinks, it's pretty clear which are up to the challenge, says Chan.

Traditionally, Second Cup spent little on advertising. But last year, through Gaggi Media, the company entered the guerrilla marketing fray. To promote its new summer blender drinks program, "Look Who's Chillin' at Second Cup," which targets the single urban 30-year-old female, Gaggi tried something new by collaborating with Chum. The net's *Star! Daily* show engineered celebrity endorsement by corraling stars into Second Cup stores and offering them a blender drink during their interview. The gig was up however, when Dave Navarro (host of *Rock Star: Supernova*) caught on, and refused to be interviewed in the store. Once the word got out, other celeb agents put their foot down. But not before Chum had arranged 12 star interviews including Nick Lachey, Cyndi Lauper and Hilary Duff, says president Laura Gaggi. The interviews aired on Star! TV, as well as Citytv and A-Channel. The program included product placement, and clips on opening and closing shots. A campaign microsite was linked to star-tv.com and secondcup.com, and ads were launched in celebrity magazines. There were also radio spots on Chum stations.

To further the Tinseltown connection, Second Cup offered a contest where lucky winners would attend the Hollywood premiere of *Marie Antoinette* and have a chance to meet director Sofia Coppola and actress Kirsten Dunst. The contest drew 8,900 entries, a strong number considering contestants had to purchase a blender drink before signing up online, says Gaggi.

Gaggi Media just wrapped Second Cup's new "Yummy Mummy" campaign targeting the 37-year-old urban female with kids who's scheduling a little me time. Along with one of the "Me Time" beverages, such as a dark chocolate raspberry latte, consumers were offered a free magazine and other gift promotions. Gaggi, which cut a deal with Transcontinental Media, distributed 100,000 magazines such as *Elle* and *Canadian Home & Country* as part of the launch that ran from Jan. 14 to mid-March. In addition to a print campaign in *Canadian Living* and *Style at Home*, the company ran a "Win a Spa" contest through mochasofa.ca. There were 10,000 entries.

Now the company is following up with a spring "Me Time" launch targeting mothers and daughters, says Karen Gold, Second Cup's VP of communications, who adds their demographic is 80% women. The program launched March 11, supported by radio ads and a newsletter. This will be followed by another "Look Who's Chillin' at Second Cup" guerrilla celeb campaign that will kick off May 20. "It's become an equity for us," says Gold. This year's food innovation: new smoothie flavours.

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And there are new retail strategy partners in the mix. Since the fall, Second Cup has ended its relationship with Capital C and hooked up with a new marketing partner, Toronto-based OSL Marketing Communications, says Gold.

Elliot says that the marketing efforts also extend to regional initiatives, ranging from cause to loyalty programs. Recently, 34 Second Cup franchises in the Calgary area demonstrated their commitment to their communities and the fight against breast cancer by teaming up with the Prairies/NWT Chapter for a month-long promotion during Breast Cancer Awareness Month. Local Calgary celebrities and media personalities donated their time to serve coffee at Second Cup locations across the city as part of the campaign designed to raise awareness and funds. When the campaign concluded, \$13,500 had been raised.

Elliot also points to a program for cafés in Quebec City as an example of local initiatives. Five franchisees in Quebec launched a café card program whereby customers who racked up \$20 on their card would get a \$5 bonus.

Is all the buzz working? To be sure, Second Cup has seen a spike in its same-store sales, but some franchise owners attribute the jump to price hikes in 2006. The company



Local initiatives include a Quebec City loyalty program

increased blender drinks by 4.5% after adding real fruit and increasing the cup size; increased whole bean coffee by 12% and increased brewed and specialty coffees by 2.1%. The number of transactions at Antonio Chan's two stores have remained flat, although year-on-year growth jumped 10% at his Markham location and 5% at his Danforth location. Second Cup, head office, however, says its overall transactions are up 10%.

Elliot is bullish about Second Cup's future: "We are an affordable indulgence for people," he says. "It's a brand people trade up to. But still, there's much we can do to enhance and romance [coffee] and educate people."

Why did you join Second Cup?

I thought the category was fascinating and thought the brand had unlimited potential. Second Cup has been in existence for 30 years. There are not a lot of these companies left that are really Canadian.

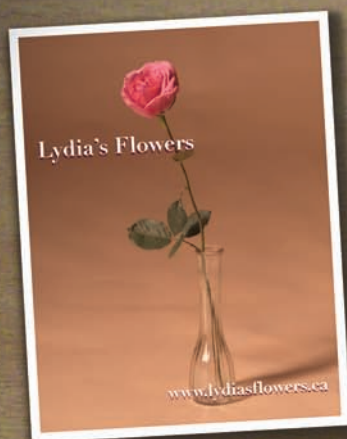
Early on you could clearly tell by visiting [different] cafés that we were inconsistent. And if you asked anyone internally: "What are we?" or: "What are we trying to be?" you'd get all kinds of different responses.

And the [premium coffee] game had changed. The competition had changed, and we had to figure out what we should be now. I was really interested that it was a franchise model. I thought it would be interesting to see if we could get 300-400 companies within a company, who are kind of doing things their own way, to work together.

How badly was Second Cup struggling when you took over?

The same-store sales were not healthy at all.

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They were averaging about a half-point. We were not growing units, we weren't growing sales, and weren't growing same-store sales, which in our biz is a key metric. Yet, what started to spur us on was talking to some of our best operators, who, independent of what we were doing as a company, were doing some wonderful things. You can learn from that.

Our top quartile had figured it out. They were delivering wonderful cafés, wonderful lattes, wonderful food and service, and they had figured out how to connect in an emotive, caring way with their guests so that people came back more often. That stunned a lot of people. It didn't matter if the café was a sit-and-stay or a grab-and-go. The guests were similar and wanted to relax even if it was for only one-and-a-half minutes.

Why did you hire K. Inc Marketing (now Level5) as brand strategy advisor?

We are a premium brand. We charge premium prices. Being consistently inconsistent and charging premium prices is not a formula for anything. So we had to figure out what consumers want in a café experience. We had to figure out if we can own the brand, and if can we make it profitable.

So at the back end of 2004, we did more research with consumers than I'm sure we did in the preceding 30 years. We needed to know the key drivers, both functional and emotional. Most people in the business were trying to build a café brand on...good coffee, clean washrooms. But when we went out and did research, we found the attributes that people were looking for were all emotional.



The oasis theme includes soft chairs and a fireplace

So what did they come up with?

We started with nine concepts then whittled down to three: a "spa" concept; "coffee bar," (a kind of *Cheers*); and "neighbourhood oasis" which was come in and relax in a very local setting. We took those three final concepts to research and "neighbourhood oasis" won hands down. From there we did boards of what a café would look like. Logos, an entirely new identity. Even the cups are new.

What about the design of the store?

We are still testing the new concept store. We started to build some in September 2005 on

the neighbourhood oasis theme. We have a signature fireplace in all new cafés. We have a really warm palette, all the colours have changed. The number-one driver is: "Make me relax," so we've gone to all new soft seating. As [the older stores] naturally come up for renovation it will change.

We are evolving the prototype in steps. We have a store that [head office] is running at 518 Eglinton Ave. East. We are running it to learn from it. We've had other operators work the store. They tell us counter size, equipment, counter heights, back-bars. We are working out the final details. We've got to figure it out for our partners. Then you've got to get people to believe.

There's a new point-of-sale. New signage. We've simplified the service end of it. We built it so we could do more merchandising, more food. The Europeans (drinks such as the lattes and cappuccinos) are the big driver, blended drinks are a huge driving force, food is a new big driver, merchandise is a totally incremental driver force.

How are you doing?

We've had 11 quarters of sound growth. [For the company's fiscal year just ended, net profit rose to \$10.1 million from \$10 million last year while net worth increased to \$189.3 million from \$177.5 million.]

Where do you want to be in five years?

If the economic model is healthy and you have a good relationship with your partners – the [investor] will come. We've been working on that. A lot of [franchisees] are mom-and-pop operators from different backgrounds. So, we've spent a lot of time on education. In June, we introduced online e-learning training

think twice.

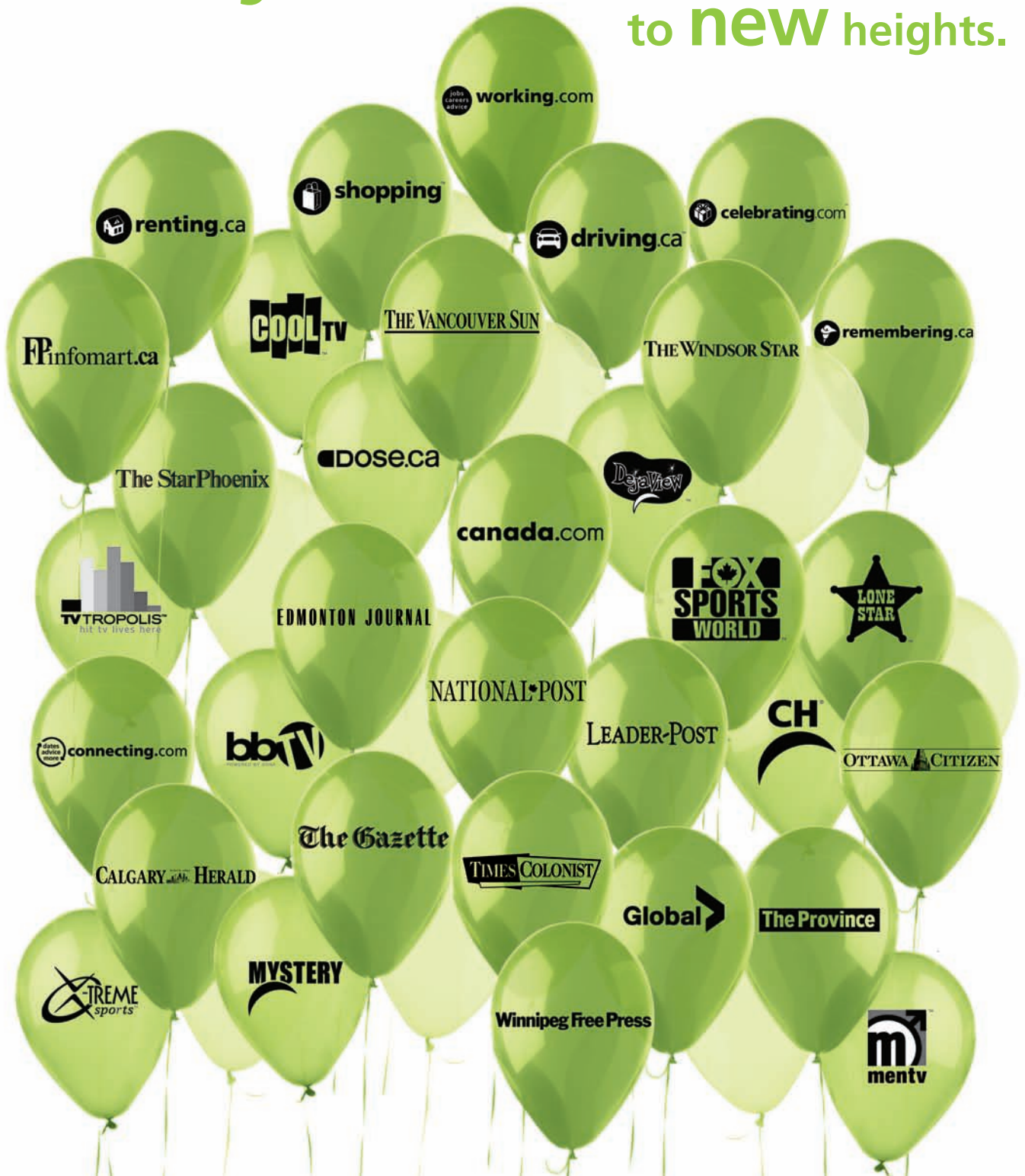
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modules that certify, not only [owners], but employees. That's huge because we have about 5,500 employees who work for 360 different companies. As a result, we have better business skills and acumen in our system.

How many stores have opened and closed?

Last year, we opened 16 new cafés, but we were net neutral. The stores we closed were on 10-year leases and we didn't renew.

Can you elaborate on your marketing of the neighbourhood oasis concept?

A lot of emphasis is in the café.

What we've tried to do is thematic programs with a lot of touchpoints for guests. We do a lot of beverage/food pairing. It's a good way to bundle and introduce new products to our guests. We try to do a lot of value-added in terms of the experience, in terms of gift at purchase, things that tie back to support the brand.

We've been very active in supporting the food program – the "Good for you." We are eliminating trans fats in all our beverages. We are looking at healthier options in our baked goods. We are doing more seasonal merchandising. The brand promise is: "Come in, be recognized, get rewarded."

What about outside the café?

We're starting to do things that drive traffic and transaction count up.

We don't buy TV spots. We have some innovative things, like the programming on Chum, but it was promotional TV, part of *Star! Daily's* promotion around our summer blender drinks. With that program, we launched the "Made with real fruit" promotion that was



Elliot (left) with Plan Canada president/CEO Rosemary McCarney and news/sports celebrity Rod Black

part of our "Good for You" lineup of summer blender drinks. The promotion was bundled and targeted to young females in the summer time who are *Star!* watchers and heavy readers of glamour magazines, as a vehicle to get them to spend more time with us.

We do a lot of regional marketing such as working with charitable organizations [like] run for the cures that are close to neighbourhoods. We rely on our [franchisee] partners in communities.

We also have a major affiliation with Foster Parents Plan. [In May 2006, Second Cup introduced Plan Canada pure spring water, and with every purchase makes a 10-cent

contribution to clean water projects in key coffee-growing regions around the world.] Once again, how does that tie up with brand? Well it ties back to this notion of caring. We've been part of FPP for 10 years. This is just a new spin on it. It's a simple way to donate to FPP. If that's on your list of things to do, we are a Canadian company that cares, here's one way to help share with that.

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they deliver it consistently. They have just done a spectacular job over a long period of time on the brand. But they are QSR. They are fighting with McDonald's. We trade users [with them] but we are a different game.

Some say all the coffee – even at the premium brands – just isn't great. I disagree. I've just come back from Panama. We pay top prices, more than most people anywhere, to get the best coffee in the world. A lot has to do with how it's prepared and how it's presented and how it's romanced, but in the bean there's a significant quality difference bar now. We've got more variety.

How do you distinguish yourself from Starbucks?

Our most significant point of difference is that we are franchised. The average tenure of our franchise partner is nine years. In a corporate driven model, corporate managers are moving on to another corporate store. But our franchise partners have a lot of skin on the game. They have a unique point of difference. It's my café, I'm the owner, you're my customer, we have a relationship. My wife works here. My daughter works here. And in the top quartile you can put two of whatever around them and it doesn't matter.

We also have a lot more variety in food. Our stuff is all locally baked and delivered fresh daily. That's a huge competitive advantage.



Second Cup had celebs like Cyndi Lauper sipping blender drinks while being interviewed on *Star! Daily*

Is there a backlash against companies like Starbucks when they get too big?

I look at some of the campaigns they are running, and they are getting out in front of that challenge. Gosh, you have to give them full marks. That brand didn't exist 30 years ago and they are a global brand. They are for real. They are different. They are a

corporate-run big global brand, and we are an independently-owned, franchised model that has a position that is about the heart of the neighbourhood.

Compared to Starbucks, we are doing it differently. We are trying to educate our franchise partners and that's the biggest differentiator there is. It's about you and your staff and how you make me feel. And if you take the time to figure it out, and do it every cup, every shift, every time, people will come back, bring friends and bring more money. No one gets that at retail in Canada.

What keeps you up at night?

To continue to find really good partners.

Having our position nailed, and [having] figured out what differentiates us, has had a huge impact on who we recruit. We've changed all of our screening, recruiting, profiling models to help us find people to deliver that brand promise. We had people in that were technically wonderful, but they didn't have that package, that caring.

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Matt Levitan knows his target inside out. He is his target. He lives and breathes videogames, and that serves him well as the marketing and PR manager at Toronto-based Sony Computer Entertainment Canada (SCEC).

What .ca will be about is content. I'm not going to sell product.... Our retail partners already do a good job of selling online.

From a quarterly magazine highlighting gaming news to a discussion group on the popular social networking site Facebook, Levitan excels at anticipating gamers' needs. His most recent project is the launch of Playstation.ca, which will be rich with content like exclusive concert footage.

"It's something we've been fighting the U.S. office on for quite some time. We finally got the green light," says Levitan of the

Canadian-specific site. He eventually won the necessary approvals by tirelessly lobbying the U.S. marketing department, citing unique market factors like different price points, a large French-speaking population and

a separate retail environment. And, some changeover in the U.S. marketing department didn't hurt, either. "What .ca will be about is content. I'm not going to sell product.... Our retail partners already do a good job of selling our product online," he says.

PlayStation.ca soft-launched in March, accessible to gamers via pre-registration. The official launch is April 1, but Levitan doesn't expect it to hit its content-heavy

PLAY BOY

PlayStation's Matt Levitan is starting to roll out his hard-won Canadian website

◀ By Annette Bourdeau ▶

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Favourite videogame

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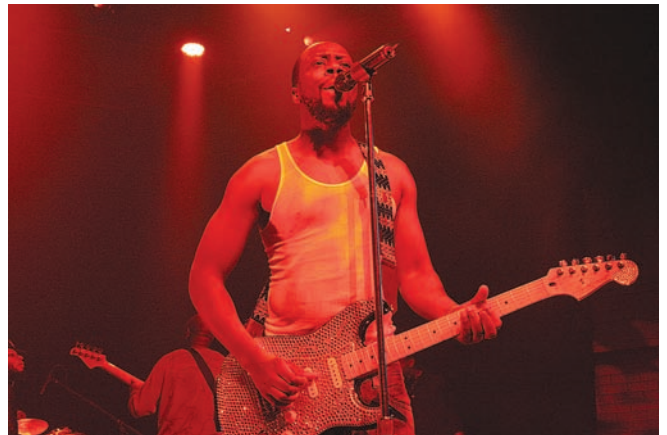
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who to watch.

stride until closer to the summer. He says PlayStation may sponsor a summer concert tour and film it, likely with up-and-coming bands. "We want it to be really grassroots," he explains. He also plans to include footage from some higher-profile PlayStation concerts, too. "We like to throw our own proprietary shows. We'll probably shoot in late spring," he says. Past PlayStation concerts include Wyclef at the PS3 launch, Metric at Toronto's Masonic Temple last fall and the Black Eyed Peas at a private show in Whistler in 2003.

Levitan also sees room to highlight copromotions on the site, like PlayStation's partnership with six NHL teams, or giveaways with Hershey, Coke and Energizer. In the meantime, he'll be promoting his own events. "To launch the site, we'll have a heavy Campus Cup message," he says, referring to PlayStation's annual gaming competition for students, which has a grand prize of free tuition. (Last year's Cup attracted 2,400 participants, this year's is expected to double). He also plans to upload footage from the "Gamer's Voice" promotion PlayStation does with Future Shop, which invites gamers to test out new games and report their reviews on-camera in a booth set up in-store.



Wyclef performs at the Canadian PS3 launch

Giving his retailers a little extra is a big focus for Levitan. Four years ago (while still VP at Toronto-based Segal Communications), he launched *PlayStation Quarterly*, a magazine featuring previews of upcoming game titles available in-store at big retail partners like Future Shop, Wal-Mart and Blockbuster.

Levitan's passion for videogames is what drew him to Segal in 1997, upon returning to Toronto after a stint as a copywriter at New York ad agency Axis. He had joined Axis after graduating from Boston's Emerson College with a master of arts, marketing degree. Segal was still in its infancy at the time. But Levitan knew Segal had the PlayStation account, and he saw an opportunity to appease both his love of advertising and gaming. The only problem was that Segal wasn't looking for any more staff. Agency president Rob Segal recalls his first encounters with Levitan. "He did harass me a little bit. He was persistent – he had that hunger," he says, adding that Levitan offered to take on projects in exchange for free videogames until Segal had room in his budget to hire him. Segal took him up on that offer, and then hired him officially about three months later as a copywriter before shuffling him to the account side.



Above, right: PSP bus; below: PS3 prelaunch campaign subway domination



Levitan was put on the PlayStation account in 1998, and essentially functioned as the brand's marketing department (it didn't have one in Canada at the time). He recalls being a bit of a one-man show. "I was the event team. I was the sole person," he says. "Back in the day, it wasn't the party it is now – it was just me and a rider van. It was terrible!"

SCEC decided it was time to have an internal marketing department in 2006, and brought Levitan over from Segal. "Having worked with Matt and his team at Segal for the past eight years, we knew who we wanted," says Ian Jackson, SCEC's GM. "Matt has a strong understanding of what gamers are looking for.... He brings a unique passion to the team."

Levitan's first big task on the client side – aside from learning to become "more of a suit" after years on the agency side – was orchestrating the launch of new console PlayStation 3. "I knew that I wanted to create something Canadian-specific," says Levitan. This push for a separate program entailed a bit of wrangling with his U.S. counterparts, who expected him to simply pick up their creative. "It was a bit of a struggle," he recalls.

He was able to diplomatically convince the U.S. team that his campaign would be different from their "Play Beyond" efforts that focused on the PS3's capabilities. The result was "3." This integrated hype campaign, developed with Segal, focused on the pent-up gamer desire for PS3, leading up to the November debut. "We know what it's like to be a gamer looking forward to that day," he says.



The launch was extremely successful. All units sold out within minutes of hitting the shelves. "Matt is a risk-taker," says Segal. "But he takes pre-calculated risks. Before he leaps, he makes sure he's done as much as he can. He'll challenge you – he'll give you his opinion whether you want it or not."

Levitan has also been focusing on reinforcing the PlayStation Portable (PSP) as more than just a gaming device. Last summer, he deployed a bus equipped with 30 PSP units to high-traffic pedestrian

areas to showcase the device's multi-media capabilities – from playing DVDs and MP3s to storing photos and surfing the internet. "We want to continue to educate people about the PSP," he says. Sales are still strong. Sony has now sold over 400,000 PSPs in Canada.

Levitan recently took another risk, when he was one of the first Canadian marketers to test a marketing effort

on Facebook.com late last year. He saw the network as a great opportunity to have a non-obtrusive sponsored group that gamers could opt into. "We had a couple of thousand people [join the group] within a few weeks of launching," says Levitan. "The discussion boards are pretty busy.... It's my chance to speak with gamers."

Levitan will no doubt be chatting with gamers as much as possible in the coming months to fine-tune the content lineup for PlayStation. ca. "We want to have some amazing content on there," he says. "We're evolving it into a fun site for the summer." ■

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Wednesday

APRIL

25

Reception:

11:00-11:45

Opening remarks:

11:45-12:00

Lunch:

12:00-1:00

Presentation:

1:00-2:00

2007 Magazine Day Luncheon

On Wednesday **April 25**, the Ad Club invites you to our 2007 Magazine Day Luncheon. We're pleased to welcome **Rex Briggs**, acclaimed author of "What Sticks: Why most advertising fails and how to guarantee yours succeeds" as our keynote speaker. Join us at the **Four Seasons Hotel**, 472 Yorkville Ave, to see old friends and new, enjoy lunch, and be inspired by Rex Briggs.

Single tickets are **\$95** (+GST) or **\$900** (+GST) per table of 10. Go to adclubto.com to purchase tickets and find out more about the event.

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MINI'S BIG CAMPAIGN

◀ By Annette Bourdeau ▶

Mini makes a big noise for a small car.

The new Mini Cooper campaign drives users to “Turbovision” [mini.ca](#) to check out the car’s new features in 3D, as well as seven cheeky vignettes that showcase the model’s new specs.

“The main message is that the vehicle is completely redesigned,” says Marc Belcourt, brand communications manager for Mini, owned by Whitby, Ont.’s BMW Group Canada, adding that the target is 25-45s, skewing male.

The campaign, by Toronto-based Taxi 2, has several risqué OOH efforts, including 3D washroom executions featuring a dude playing with a paddle ball that appears to come right at you, as well as two above-urinal video executions advising guys where to stand if they’re “real” men. Ambitious billboard executions are running in Toronto, Vancouver and Montreal, featuring mounted Plexiglas Minis (complete with headlights beaming into the sky). Other cheeky billboard heads include “Comme un orgasme en plus rapide.”

For a national magazine execution, Taxi built a business reply card into the DPS creative by designing it to look like a ramp. Readers can mail in to receive 3D goggles to check out the website.

We asked Ron Tite, VP/CD at Toronto’s Sharpe Blackmore Euro RSCG, and Craig Redmond, CD at Vancouver’s Grey Northwest, to take this campaign for a test drive.



WASHROOM ADS

CR: The first defense against the “chick car” label is the “Are you man enough?” strategy. While I love the interaction the work has with its peeing captive, my gut reaction is, “Piss off – you’re a really cute little car, not a Ferrari.”



WEBSITE

CR: I’ve always loved [mini.ca](#) – always fresh, always engaging and always user friendly. Even Turbovision helps take the piss out of the male-centric/anti-chick car strategy. Like the BRC, the website screams irreverent fun for both sexes, which for me is what Mini is all about.

RT: When selling new cars, there’s always a laundry list of new features to promote. The site deals with them in a user-friendly and humorous way with really nice production value. It’s clean. It’s engaging. And it’s pretty damn informative without having to click through layers of additional navigation.

CONCEPT

CR: It appears as though Mini is trying to avoid the dreaded moniker of “chick car.” That’s the only connective tissue I can find in a campaign that otherwise seems very fragmented.

RT: Overall, this campaign feels like a *Jackie Brown* to the first campaign’s *Pulp Fiction*. On its own, it’s pretty good but when compared to the original, it just doesn’t quite measure up. The lines aren’t as fresh. The outdoor isn’t as breakthrough. The 3D Turbovision isn’t really integrated throughout.

BILLBOARDS

CR: If you really want to disengage a female audience, promise them an orgasm that’s even quicker! And “Cop Tease”? A bad sexual pun to seal the deal.

RT: Routinely stuck in traffic on Richmond Street, cars on buildings will always get my attention (“How did he discover THAT shortcut?”) but flashing the lights doesn’t shed new light on the creative thinking.

PRINT BRC EXECUTION

CR: This is what I expect from Mini. Not laced with turbo testosterone but instead, fun, rewarding and a little self-deprecating. It reminds me that Mini is like a skateboard for grownups whether you’re a man or a woman.

RT: The painful yelps heard around the city occurred when the account person added in, “Oh, ya. You have to integrate this business reply card into the print ads.” Kudos to the creative team for a seamless and innovative integration. In a first for BRCs, this one’s inclusion actually improves the ad. Nice job.

The creds

Client – Mini Canada

Stephen McDonnell, director; Marc Belcourt, brand communication manager; Tara Willis, brand communications specialist; Cullen Scannell, eBusiness and relationship marketing manager

Ad agency – Taxi 2

Lance Martin, CD; Ryan Wagman, Jordan Doucette, Greg Buri, copywriters; Jason McCann, copywriter (Taxi); Mike Blanch, AD; Troy McGuinness, AD (Taxi); Shahin Edalati, designer; Daryn Sutherland, account director; Jared Stein, account manager

Media agency – The Media Company

Jack Wu, account director; Avishag Regev, associate account director, Interactive Group; George Huovinen, senior media executive

OUTSTANDING NEW CAMPAIGNS



◀ By Annette Bourdeau ▶



DDB'S GANG LIFE ANTIDOTE

Gang culture has infected the streets of Vancouver.

A recent campaign by DDB Vancouver for Vancouver-based A Community That Cares hopes to serve as a vaccination for impressionable youth who think gang life is cool, thanks to pop culture icons like 50 Cent.

"We likened [gang life] to getting a disease," explains Daryl Gardiner, ACD at DDB Vancouver, adding that when they were speaking to friends and family of gang members, there was a recurring theme of loss. "They were horrifying stories...it infects your life."

The skeptical, savvy target – teens and pre-teens – is hard to reach. So the campaign includes a heavy guerrilla component: branded shell casings; faux gang recruitment posters; and a mysterious phone number spray painted around the city. When kids call, they hear that the "gang member" they're trying to reach is either dead or in jail.

"Being subversive was our main goal – getting the message out without being preachy," says Gardiner. "We're trying to show them what the consequences are."

There's also a 30-second TV spot comparing gang life to contracting HIV or cancer.

"There wasn't a lot of money with this client, [but] it's going to feel like a bigger budget campaign [because of all the elements]," says Gardiner, adding that everyone at the agency is really passionate about the cause, and as a result they went to the table with a lot of ideas. "It was carte blanche – a chance to do something really different and really gritty."

It was Tribal DDB that came up with the buzz-generating idea of scattering shell casings branded with the website, www.stayout.ca, around popular youth hangouts like outdoor basketball courts.

client: **Daljit Palmer, Kabir Shaukat Ali, founders, A Community That Cares**

agency: **DDB Vancouver/Tribal DDB Vancouver**

CDs: **Alan Russell, Cosmo Campbell**

copywriters: **Michael Mayes, Daryl Gardiner, Ryan Leeson, Cosmo Campbell, Michael P. Northy**

ADs: **Daryl Gardiner, Alex Beim, Cosmo Campbell**

agency producer: **Sue Bell**

account managers: **Brett MacFarlane, Sabine Hamer**

prodco: **Lux Visual Effects**

directors: **Kevin Little, Daryl Gardiner**

editor: **Kevin Little**





NEED TO TELL
PARENTS HOW
YOU LOVE THE
T

SUDDENLY MISS YOUR
PARENTS?

TAKETHETRAIN.

VIA TARGETS FUTURE BIZ TRAVEL

Jonesing for some home cooking and clean laundry? Montreal-based Via Rail is betting that a lot of first-year university students are. Its latest campaign, by Ogilvy Montreal, features images of empty fridges and piles of dirty laundry with cheeky headlines like "Miss Mom's cooking?"

The direct-drop effort was distributed at university residences across Ontario and Quebec. It drives students to www.viacampus.ca/homesick, where they can receive a special web discount.

"One of the objectives is to generate trial," says Diane Langevin, senior manager, advertising and promotions at Via. "Later on when they start their careers, they'll be aware of us."

The "homesick" messaging is also running in Atlantic Canada in print, small billboard and plasma TV executions on university campuses.

clients: **Diane Langevin, senior manager, advertising and promotion; Mara McCallen, specialist, marketing programs; Anick Cesaria, specialist, marketing communications, Via Rail**

agency: **Ogilvy Montreal**

CD: **Martin Bélanger**

copywriters: **Martin Bélanger, François Vaillancourt and Terry Paquet**

AD: **François Vaillancourt**

account team: **Stacey Leavitt, Hugues Gendron**



NEED
A NEW
BUDDY?

BIG BROTHERS HOPE ONE MAN'S LOSS CAN BE THEIR GAIN

Lost your best friend to a woman, cult or prison? Why not fill the void by volunteering as a mentor?

Dartmouth, N.S.-based Big Brothers Big Sisters of Greater Halifax hopes its recent recruitment campaign, which includes three 30-second TV spots, will make viewers laugh and thereby keep the org top of mind. The spots each feature a twentysomething guy losing his best friend in a humorous way. One is set at a wedding, with a crestfallen best man looming behind the happy couple. The tag is: "Need a new buddy?"

"Usually [non-profit ads] are about doing good and helping others," says Carol Goddard, the org's executive director. "We're targeting it to men and their unique sense of humour...we need to cut through all the stuff on television."

Goddard says the spots aim to highlight the fun aspect of Big Brothers.

"[The campaign] reinforces our brand, which is well-recognized. I think it piques awareness," she says, adding that often potential volunteers say they've been thinking about the charity for a couple of years before they act. "Hopefully this will be the ad that pushes people over the top...a real call-to-action."

The spots, by Halifax-based agency Colour, are in high rotation on CTV affiliates across the Maritimes, and it's looking like the rest of the country may be seeing them soon, too. "We've heard from [other chapters] all across Canada," says Goddard. "There is every likelihood that the national organization will pick up the spots."

client: **Carol Goddard, executive director, Big Brothers Big Sisters of Greater Halifax**
agency: **Colour**
CD: **Brian Hickling**

copywriter: **Brad Dykema**
AD: **Mike Jones**
agency producer: **Laurie Blank**
prodco: **Cenex**
director: **Brian Belefant**

producer: **Scott Westerlaken**
DOP: **Gordon Miller**
editor: **Jeff Fish, Filet**
post audio: **GGRP**

You are cordially invited to submit your new, dead clever and previously unrevealed campaigns to: editorial director Mary Maddever at mmaddever@brunico.com and CD Stephen Stanley at ssstanley@brunico.com, co-curators of *strategy's* Creative space.

above

below

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Keynote Speakers

Our panel of industry leaders will share success stories and new challenges in today's integrated marketing. Following is a complete listing of our impressive panel of speakers and the subjects that will have you buzzing.

Don Tapscott Chief Executive, New Paradigm
Wikinomics and the Transformation of Marketing

John Wood Founder & CEO, Room to Read
Leaving Microsoft to Change the World through the Power of Education

Richard Bartrem Director, Culture & Communications, Owner, WestJet
Here's an Idea: Start an Airline

Ron Bertram Vice-President & General Manager, Nintendo Canada Ltd.
Nintendo DS and Wii: A "New" Generation of Gaming

Mitch Joel President, Twist Image
Burn the Ships – New World Tactics for Marketers in a Digital World

Dr. Joe Plummer Chief Research Officer, Advertising Research Foundation (ARF)
New Ways to New Consumer Insights

Dr. Ann Cavoukian Information & Privacy Commissioner of Ontario
Make Privacy Work For You – Gain a Competitive Advantage

John Gustavson President & CEO, Canadian Marketing Association
Sea of Change: Hot New Trends and Issues for Marketers

Heath Slawner Senior Consultant, Hart Resource Development
Influence: The Ultimate Power Tool for Marketing. Generate "Yes" more often

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"Advertisers have just begun to scratch the surface of the capabilities of this medium," says Paula Gignac, president of the Interactive Advertising Bureau. "They're (only) starting to utilize the medium with the weight it should be utilized."

Just five years ago, says Gignac, online wasn't a mass medium. Today, with 22.6 million Canadians surfing the Web, it is. There is a huge migration of people from traditional channels to online, with publisher revenue for the stream pegged at an estimated \$801 million last year.

Canada also ranks staggeringly high in penetration. According to comScore, users in Canada spent more time online in January than those of any other country averaging 39.6 hours.

As well, Canada's broadband penetration rates remain among the highest in the world, with high-speed access in excess of 70 per cent over the past three to four years. This makes it easier to deliver multilayered ad formats like rich media and video.

Most impressively, online advertising is becoming amazingly targetable, especially now that behavioural targeting is on the rise. This offers companies a very real opportunity to reach just about any consumer in their given market. Says Nick Barbuto, director interactive solutions, Cossette Media: "In terms of targeting, in terms of ROI, it doesn't really get much better than this."

Sympatico / MSN®: Bigger gets better

With a phenomenal reach of 89 per cent of the Canadian online population, Sympatico / MSN has long been a major player in the online channel. Display advertising remains its bread-and-butter, generated largely by a growing number of brand advertisers waking up to the medium's knack for lifting key brand metrics.

"You're seeing a strong migration of traditional big brands coming on board, whether it's the CIBCs, the GMs or the Unilevers," says Graham Moysey, vice president sales & business development at Sympatico / MSN. "They are now shifting their media budgets and following the consumption patterns of where their users are."

Sympatico / MSN: A lucrative link

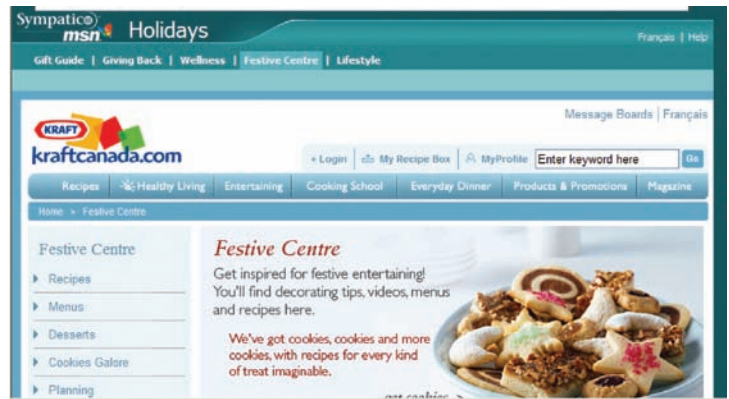
For key brands, Sympatico / MSN can offer a number of opportunities to integrate messages in unique ways into the editorial content of its various themed channels.

"If it's the right brand that we can line up our asset against, and if it has the right content, then we can do a content integration with a client," explains Graham Moysey, vice president sales & business development at Sympatico / MSN.

This past holiday season, Sympatico / MSN integrated content from kraftcanada.com into its lifestyle channel, which averages two million unique visitors a month. The integration included sponsorship as well as advertorial and editorial placements, and content was made up of various holiday recipes supplied by Kraft.

"Within the content integration, there were links back to their site," says Moysey. "So our users benefited from the content we provided, we benefited because we had some great content from Kraft and Kraft benefited because residual traffic moved from our site to their site. You see significant spikes for the days they were integrated with Sympatico / MSN."

Traffic on kraftcanada.com increased 65 percent from September to December 2006, with a 20 percent increase over that same period in 2005.



Increases for Kraft and Sympatico / MSN over the Holiday Season

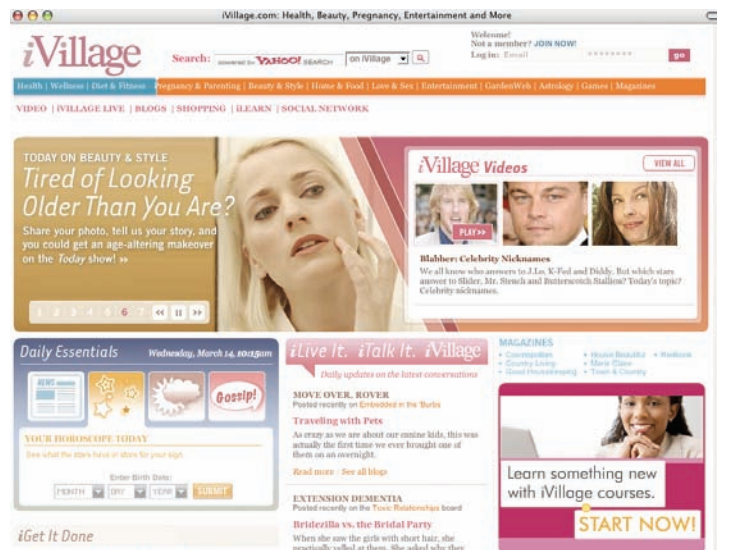
At least one new brand advertiser is coming on board each month, continues Moysey, and many are increasingly looking for brand lift. "With big brand advertisers, it's not so much a call to action (anymore)," says Moysey. "It's more about driving awareness."

Sympatico / MSN can drive this awareness among any demographic across the country, targeting by everything from age and sex, to city or profession. The popular portal also stepped things up a notch this past February with the Canadian launch of Microsoft® AdCenter, a platform providing rich behavioural and demographic profiling for clients looking for a search option.

Another emerging revenue stream for the Internet giant is video. Sympatico / MSN has over 200 million content video streams divided into topical subsections like entertainment, sports and travel. Consumption is growing fast, about 60 per cent month over month, says Moysey. "We are ahead of the curve from a content perspective. We recognized that there is massive growth expected within video and we're starting to see demand from the client base."

Olive: Filling a niche

Olive Canada Network is one of Canada's newest online advertising networks, but that shouldn't fool anyone into thinking it's a rookie in the field. Once it set up shop last June, it promptly filled a void and has been running at high speed ever since. The network struck exclusive representation agreements with top US sites across a variety of categories.



iVillage.com: 1.5 million unique Canadians users per month.

Olive: Premium sites

Premium is how Olive Canada Network describes the many online properties it represents, and the shoe certainly fits. Cyberpresse, thestar.com, and Maxim Online are just some of the household names included in the portfolio, and just this year there were two newcomers: iVillage.com and the CNET Networks Entertainment group. All are top-tier sites.

"iVillage.com has 2.9 million unique users a month," says Darren Hardeman, director of operations and audience at Olive Canada Network. "It provides a forum for advertisers to associate their brand with premium women's content."

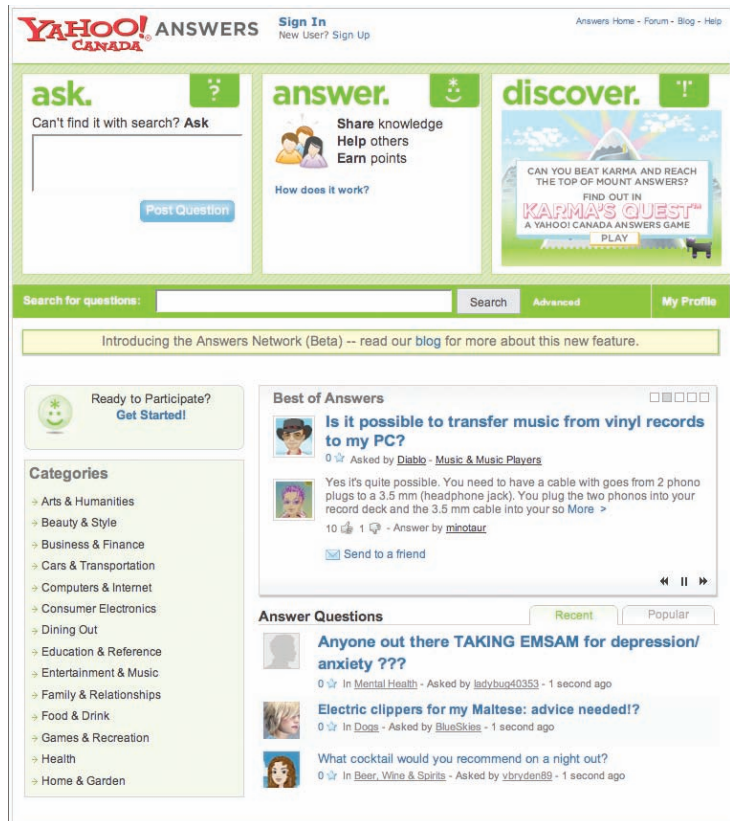
The site features editorial content on topics like health, parenting, food and beauty, and provides an excellent destination for companies targeting women, adds Hardeman. It also features the teen site gurl.com providing content and insights for young women.

The CNET Networks Entertainment group rounds out the CNET portfolio of sites, all of which are represented by Olive in Canada. CNET is the top technology destination for Canadians, including News.com, the premier destination for technology news, and Download.com, the primary destination for legal downloads. The group also features TechRepublic and ZDNet.com, the highly niche way to reach IT professionals. And the CNET entertainment group brings Gamespot.com, MP3.com, Metacritic and TV.com into easy access for Canadian media buyers. It's the perfect set of sites to explore Canadians digital lifestyle.

"On CNET entertainment, there is a plethora of different opportunities to effectively reach the Canadian audience in a very engaging environment," says Hardeman.

"There was a huge gap in the Canadian market," points out Olive Canada Network's general manager Simon Jennings. "Premium brands like to build brands by association and nobody in Canada was really aggregating the enormous inventory of Canadian impressions available."

The company, which is owned by Torstar Digital and Gesca Digital, has a current reach of 14.8 million Canadians, and there are about 40 top-tier websites in its burgeoning network, including French-language sites for the Quebec market. "We represent sites exclusively in Canada, like



Yahoo! is the world's most heavily visited portal, attracting half a billion visitors each month to gateways such as yahoo.ca.

iVillage, the whole CNet network, cyberpresse, tetesacques.com and thestar.com," says Jennings.

"What's new for advertisers," continues Jennings, "Is that they are able to buy advertising on premium content and achieve different parts of their media strategy. Advertisers really understand the value of content for the brand advertising portion of the business."

To make it easier to reach specific targets, Olive Canada has efficiently merchandised its network to offer different packages for a one-stop solution. Clients can buy a site, a channel, a full run of the premium network, or the company's Brand Response option for those interested in tactically driving traffic. "Olive Brand Response accesses a network of over 2,000 sites," says Jennings.

So an automotive company could get national reach, bilingual reach, local play on local sites, branding by association and the direct marketing play all in one. "It's incredibly attractive to (advertisers)," says Jennings. "And there is ease of use in being able to buy 40 sites through one rep and one insertion order."

Yahoo!: Diversity that delivers

Another big league player online is Yahoo!, the world's most heavily visited portal, with half a billion unique visitors each month—or 70 per cent of all global online users. Traffic numbers in Canada are equally impressive.

"Three out of four Canadians are visiting Yahoo! regularly, and not just for basic Internet functions like WebMail or Messenger, but for a wide variety of activities," says Hunter Madsen, Yahoo Canada's marketing director. "They come for everything from grabbing the latest Canadian headlines, to photo-sharing on Flickr, from uploading videos and shopping for cars, to getting tax advice. What's more, Canadians can visit both our world website at yahoo.com and our Canadian-focused site at yahoo.ca. All of this gives advertisers more relevant contexts to reach their audience."



On Yahoo! Answers, millions of users ask questions and get helpful answers from one another—a popular service in Canada.

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Sources: *comScore Media Metrix, Total Canada, All Locations, Nov/06-Jan/07 average

**Omniture SiteCatalyst, Nov/06-Jan/07 average

Yahoo!: Reaching the right consumer

When a client in the business supply industry approached Yahoo! for help in reaching small-business shoppers, the portal quickly put its behavioural ad matching system to work.

"Small business shoppers are famously hard to reach, because they are scattered throughout the general population," explains Hunter Madsen, marketing director for Yahoo! Canada. "Most advertisers trying to reach them end up targeting a broad audience of adults 18 to 54."

Instead, Yahoo! was able to pinpoint targets whose earlier online behaviour identified them as small business people. They then ran a part of their client's advertising spend against this small business shoppers target group.

"They were able to raise their click-through on their ads by 125 per cent and improve conversion on their own website from people who clicked on these ads by 56 per cent," points out Madsen.

The behavioural ad matching system can target all sorts of variables, even honing in on people looking for a specific type of vehicle. "Not only can you target people who are looking for sedans or SUVs, you can even target people who are looking for eco-friendly cars," observes Madsen.

"These would be people who (earlier) searched keywords such as hybrid cars, or Toyota Prius, or bio diesel, or the hybrid section of the Yahoo! Autos page. One advertiser offering such cars got a 140 per cent improved response on advertising."

Yahoo! also offers a behavioural targeting service that Madsen says is, "The most sophisticated in the industry at this time, with excellent results." The technology identifies and targets prospects at different stages of the purchase cycle in 400 different product categories, depending on whether they're just starting to think about the product, or are actually ready to purchase.

Yahoo! has been at the forefront of the 'social media' revolution as well, providing its users multiple ways to connect with one another. Reports Madsen, "Yahoo! hosts the biggest community areas for most age segments in Canada, according to Comscore."

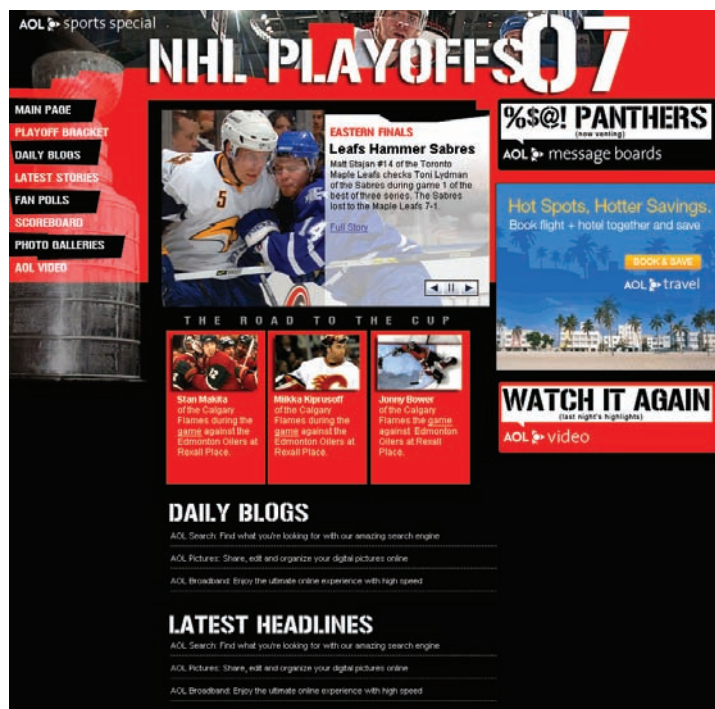
Yahoo! has even taken the idea of users helping other users into the arena of search, through its 2006 launch of a popular service called Yahoo! Answers. On this site users can pose questions to millions of other users on almost any topic, whether practical or fun, and receive helpful answers within minutes.

Yahoo! offers a more standard search service too. The company has undertaken a much-watched initiative to match its state-of-the-art services for display advertisers with an advanced search marketing system to rival Google's. "Yahoo! has just debuted the new system in Canada," says Madsen. "It gives marketers the opportunity to conduct campaigns that integrate high-impact graphical ads with effective search marketing in a single venue. We aim to be a strong one-stop shop for that."

AOL Canada: The Network Approach

It looks like the AOL Canada Media Network combines the best of both worlds. For starters, they have their own widely recognized namesake portal at AOL.ca, combined with 12 premium third-party publishers that they rep. And then there are the 3,000-odd sites represented through the Advertising.com network.

The third-party sites include top-line premium publishers like cbc.ca, canadiandriver.com and, most recently, the online property of the New York



The AOL Media Network offers advertisers co-branded content microsites.

Times. All told, the AOL network reaches an impressive 19.3 million Canadians, or 86.3 per cent of all Canadians online.

"The high-quality sites included in our network complement the AOL Canada portal, and we also have advertising.com," says Jennifer Stothers,

AOL: Connecting Through Content

AOL Canada Media Network can provide a whole lot more than just display ads on its many sites—advertisers can also market their brand through relevant AOL Canada content and web-based products.

"It's as if our advertisers can grab one of our online destinations, or web services such as radio or email, and co-brand it as their own offerings," says Jennifer Stothers, national sales director for AOL Canada Media Network.

This is exactly what one computer manufacturer did when it opted to provide AOL content on its new computer model. "When (customers) would login for the first time, they would have a co-branded homepage that was AOL branded along with the computer brand," explains Stothers. "We deliver daily updated content from the AOL.ca portal and they integrate their own product advertisements."

Another example of using microsites to create custom campaigns on the web was the Thermasilk "Hit on my Hot Guy" campaign. AOL created an online polling and voting micro-site for a "Hot Guy Face-Off", where female teens could vote for the hottest celebrity. It was heavily promoted within AOL.ca content and the AOL teen channel with targeted banners, content text links and related polls. Over 94,000 votes were tallied on the "Face Off", and the integrated text links on AOL properties delivered an additional 36,500 clicks to the micro-site.

As a content and technology provider, AOL Canada can work creatively with clients to establish the type of brand recognition that will resonate with the target audience. Opportunities such as co-branding game sites, sponsoring content microsites and co-branding the AOL Canada Internet radio product are just a few of the ways that the media sales team here works to make campaigns successfully break through the clutter.

national sales director for AOL Canada Media Network. "The network approach is a huge benefit, enabling marketers to better target their audience and return more value for the investment."

AOL Canada also delivers in-depth behavioural targeting through the Advertising.com network, allowing the possibility of earmarking, which allows it to earmark users based on everything from their recent searches to general click behaviour. It can target by channel, demographic or geography and can do lead back targeting and reverse lead back—pinpointing consumers that have, or have not visited, a site. "Advertising online through both contextual and behavioural channels deliver better results," explains Stothers. "We take clients from guessing where the consumer will be, to targeting where the consumers actually go."

The network is also heavily involved in innovative co-branding initiatives, letting clients take full advantage of the vast AOL content on offer. "We have a number of ways that we will repackage our content for an advertiser," says Stothers. "For instance, we have a number of advertisers that have approached us to sponsor special content feature areas within the AOL.ca portal and properties. They can integrate their brand with a special event such as the Academy Awards, AOL online concerts or a seasonal microsite."

Casale Media: Delivering real-time results

Technology drives the Internet and it also drives a lot of ad spend that enters the channel. But you don't need to tell this to Casale Media, Canada's largest national media network that has pretty much rewritten the book on online buys with its technologically savvy OPTIMAX platform.

Casale: A smarter spend

Casale Media's Optimax platform does just what its name suggests: optimizes online campaigns to achieve exactly what the client sets out to do. For longtime advertiser WestJet, for instance, Casale managed to significantly slash the airline's effective cost per action (eCPA) over a six-month campaign.

"They had been running the campaign since last August, and by January they were able to reduce the eCPA by nearly 50 per cent," says Casale's CMO Julia Casale. In this case, the action was getting somebody to purchase a WestJet airline ticket, and the ads focused on branding and promotion of the carrier's flights.

Casale Media sampled the airline's annual campaign across its network, and the system analyzed the results in real time to figure out the most effective placements and creative, which it then implemented.

"We encourage our advertisers to provide as much creative as possible," says Casale. "So if we are given 25 different executions, we will run them and our system will automatically figure out that only 10 of them are performing adequately."

"The system goes far beyond what any manual optimization process could do," adds Casale. "There is no lag time, we do it dynamically."

"We are just as much a technology company as a media company," says Julia Casale, CMO of the family-owned business. "We integrate very sophisticated technology into the buy."

Casale Media is the only network in Canada that offers real-time

Where do Canadians go online?

88% of online Canadians, visit Sympatico / MSN®*

Canadian youth spend on average **599 minutes** actively communicating on Windows Live™ (MSN®) Messenger Service**

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88%

599 minutes

2.8 million



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Business Search Help
Business Category
-OR-
Business Name
City or Postal/ZIP Code
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The traditional planning process is giving way to systems that can optimize campaigns on the fly based on user response.

optimization capability, says Casale. Its automated OPTIMAX system figures just where and when to place creative at any given time. "It analyzes the results in real time to determine where the most effective placements are for that campaign," Casale explains. "And we encourage our advertisers to provide as much creative as possible because we also optimize on the creative level."

Ads are first sampled across eligible properties on the 7,000+ site network—which altogether reach over 80 percent of the Canadian digital

audience—and are automatically removed from any ineffectual rotation. Targeting is offered on just about any level, be it postal code, language, time or even performance metrics, like setting up campaigns to generate online sales or newsletter downloads

Another tempting service is Casale's AgencySelect program, offering agencies full disclosure of the publisher list. Then there is effective retargeting with InterestPoint, which targets various stages of the purchase process, even after the user has left the site. A retail client can send special creative to someone who at some point reached their site's payment screen but never completed the purchase.

Says Casale: "We make sure the ads get placed in areas where they are producing the results you're looking for."

canada.com: Cross-country marketing

As its name suggests, canada.com is an online portal that is tailor-made for the Canadian market. The CanWest property is the country's top online destination for news and information, integrating credible Canadian content and perspectives together with a wide range of services and community building tools.

With a total of 52 websites in its network, canada.com offers incredible national reach, registering four million unique visitors each month and 388,000 a day. The numbers are growing: the canada.com network has experienced 44 per cent growth since 2005, triple the pace of growth in the overall online world.

What's more, with its varied mix of properties, canada.com can target any demographic in the country, from the business audience of the financialpost.com, to the youth-minded users of Dose.ca. It delivers content from CanWest's 11

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Canada's latest head count

Population hits 31,612,897

We've been growing over the first half of this decade at a more rapid clip than over the previous half decade, and faster than any of the other major industrial nations including the U.S., according to Statistics Canada's latest head count.

- Gallery: Census 2006 highlights
- Canada's club of CMAs expands
- A portrait of small town Canada
- The Saskatchewan sandwich
- Special: The Changing Face of Canada

Census Results | Finance | Technology | NHL Hockey

Top Videos

Conrad Black trial
Fleet Street is already gorging on Conrad Black's...

Two years of tears
Why did Angelina spend two years in tears? The star...

More News Videos

- Soldier charged with manslaughter
- Iranian family detained in Texas

More Entertainment Videos

- Briney's rehab confessions
- Movie trailer: 300

Editor's Pick

Fall for fashion
As L'Oréal Fashion Week descends on Toronto, canada.com is there bringing you the goods on Canada's biggest fashion...

- Complete fashion week coverage
- Check out the runway blog
- Photos: What were they thinking?

shopper's secret diary

Prepare to face spring
Read our Spring beauty forecast and learn the best products...

- Gallery: The spring faces
- Find out What's Hot and What's Not
- Ask us a shopping question

canada.com Today

Sports

- Canucks promise tough outing for Wild
- Niagara, Florida A&M open NCAA Tuesday

Entertainment

- Regis Philbin to undergo bypass
- Fashion designer enters rehab

Latest Headlines

National

- Pitt dishes out more eco-cash
- Talks to end Caledonia occupation broken off

World

- Britain proposes binding carbon emission targets
- Iran deplores Russia's decision not to ship fuel on time

Politics

- Layton demands Afghanistan monitors
- Quebec may be headed for minority government

View all the latest news

Weather Centre

Tuesday, March 13

13°C

Partly cloudy

Toronto

- Detailed Forecast
- Change Default City

Contests

Travel Shots

more contests...

L'OREAL FASHIONWEEK
YOUR FIRST LOOK AT THE FALL COLLECTIONS

Since 2005, the canada.com network has grown at triple the rate of the overall online world.

canada.com: Cross-platform hook-ups

Synergy is the word of the day in the media world as cross-platform campaigns take root and take off. But creating successful synergies between different media channels requires a deft hand at leveraging synergies between brands.

CanWest MediaWorks' skills in this area are demonstrated by scores of recent cross-platform hookups that boost brand awareness and help bring a marketing message to a whole new audience.

Just this past March, the company announced it will stream content from its X-TREME sports TV programming, which airs on Global Television, to its highly popular youth-oriented Dose.ca site. "What makes this interesting is that the TV programming will push viewers to Dose.ca, and Dose.ca will push users to X-TREME. For advertisers this expands their reach and offers countless integration opportunities," says Arturo Duran, president, interactive and business integration at CanWest MediaWorks, which owns both media properties.

A similar collaboration has been implemented on Driving TV and driving.ca. Media planners can link their brand with the same programming within the two media channels, making it both easier to position the brand and strengthen recall. "This is good news for advertisers, because suddenly they are able to match their campaigns in both online and broadcast environments," says Duran.

The portal has also taken a stab at streaming Dose.ca onto TV monitors in buses, and providing Dose.ca content to users via podcasts. In addition, CanWest MediaWorks has reached out to the underserved Blackberry market with bbTV, streaming news programming from Global television and other sources, providing advertisers with new opportunities to reach mobile audiences.

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daily newspapers from coast to coast, and there are scores of classified sites that complement print classified categories, like working.com, driving.ca, renting.ca, remembering.ca and Shopping.

"Whatever target you are trying to reach, we are probably touching it. CanWest reaches 80 per cent of Canadians in one way or another," says Arturo Duran, president, interactive and business integration, CanWest MediaWorks. "With our full suite of online destinations, including canada.com, Dose.ca, working.com, driving.ca and mobile innovations like bbTV, we are reaching out to a broad market."

For advertisers, there is a wide range of opportunities to reach their market, including cross-platform and contest promotions. There are also specialized content features that provide integration opportunities for advertisers throughout themed content, such as a Valentine's Day Special, Holiday Guide and RRSP Guide. Where possible, these specialized microsites are also integrated into CanWest's off-line properties, such as its newspapers and Global Television.

The Holiday Guide provided content on just about everything a user could want to know about the holiday season, like how to entertain or how to survive the celebrations. Links to the Guide were woven into various canada.com properties and channels, and integration opportunities consisted of exclusive banners, leaderboards, placeholder ads, advertorial content and video. Brands could also secure full rotation throughout the canada.com network as photo or contest sponsors.

The response was phenomenal. "We surpassed 365,000 unique visitors to the microsite in December alone," says Duran of the 6-week promotion. "The brand integration is seamless and not intrusive to the end user, who is ultimately in search of advice and tips for the holiday season."

canada.com continues to develop other new opportunities for advertisers to reach their target markets. Most recently, it introduced RSS feeds that allow users to aggregate the content they want from different news

Branchez-Vous: Home-Grown video

Online video is all the rage these days, and BRANCHEZ-VOUS! delivers the goods to the francophone market with its video portal BRANCHEZ-VOUS.tv, launched just over a year ago.

Like its parent portal, BRANCHEZ-VOUS.tv focuses primarily on Internet and technology news. Its two-minute Webjournal, aired twice daily, delivers an Internet and technology news round-up produced by the BRANCHEZ-VOUS team.

"We have our own Web TV studio," says Patrick Pierra, BRANCHEZ-VOUS! president and CEO. "We are one of the very few who produce news video content specifically for the Web." On offer for media planners are traditional and pre-roll formats. Telus Mobility and GM are just two companies that have already advertised on the BRANCHEZ-VOUS.tv site.

All signs point to tremendous future growth of video advertising in Quebec. To meet the expected demand, BRANCHEZ-VOUS! has developed a sub-group of video sites within its network, including entertainment-focused MusiquePlus.com, JustForLaughs.ca and BV2.tv.

"Video should grow importantly in the coming years," says Pierra. "BRANCHEZ-VOUS.tv has been a way to position ourselves to get expertise in this area."

sources on to their canada.com home page, such as the latest news headlines, sports scores, or entertainment gossip from throughout the canada.com network, as well as from outside news sources. The feature continuously drives users to return to the canada.com network to meet their ongoing information needs.

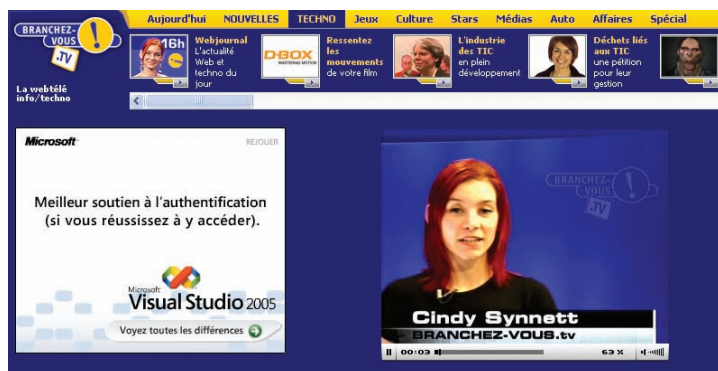


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BRANCHEZ-VOUS.tv webcasts a daily news video bulletin covering Technology.

BRANCHEZ-VOUS!: Connecting to the francophone market

BRANCHEZ-VOUS!, which operates both a portal and an ad network, loosely translates into English as “get connected”. It’s a fitting moniker for an independent news and information portal that regularly connects Canada’s francophone community to a network of ten BRANCHEZ-VOUS! spin-offs, plus almost 50 other third-party publishers.

The overall URL mix includes LeDevoir.com, MusiquePlus.com, Vrak.tv, RadioEnergie.com and the French version of Canada411, as well as the original, tech-heavy BRANCHEZ-VOUS.com site. The URL’s biggest draw, its Techno section, covers the Internet and technology fields extensively, with at least ten to 20 stories produced in-house each day. “The Techno section is really the core of the site,” says Patrick Pierra, BRANCHEZ-VOUS! president and CEO. “We are the main Quebec-based tech news source for professionals and business people.”

MuchMusic: Integrating user-content

When MuchMusic unleashed MuchAXS last year, it paved the way for a host of new ways to integrate a client’s message into the Much brand, often drawing on user-generated content.

In support of Virgin Mobile’s V-Fest concert last summer, MuchMusic created a customized Virgin channel in MuchAXS that streamed the concert live, as well as making performances and interviews available on demand after the show. With MuchMusic’s user-generated content piece “Show me Yours”, fans and concert-goers could upload video and photos of the show instantaneously from their camera phones, or after the fact from their desktop. The content was then made available on a Virgin Festival branded microsite on muchmusic.com. The best of the clips were made available on air and joined Much’s extensive broadcast coverage of the show.

“We urged fans to tape their best segments of the show,” says Maria Hale, vice president content business development, Chum Ltd. “So in addition to professionally produced content, we are fostering a community where fans have a relationship with Much shows and events.”

“Clients who want to be on the cutting edge are interested in user-generated content,” continues Hale. “MuchMusic provides focused and targeted opportunities to reach this highly engaged audience.”

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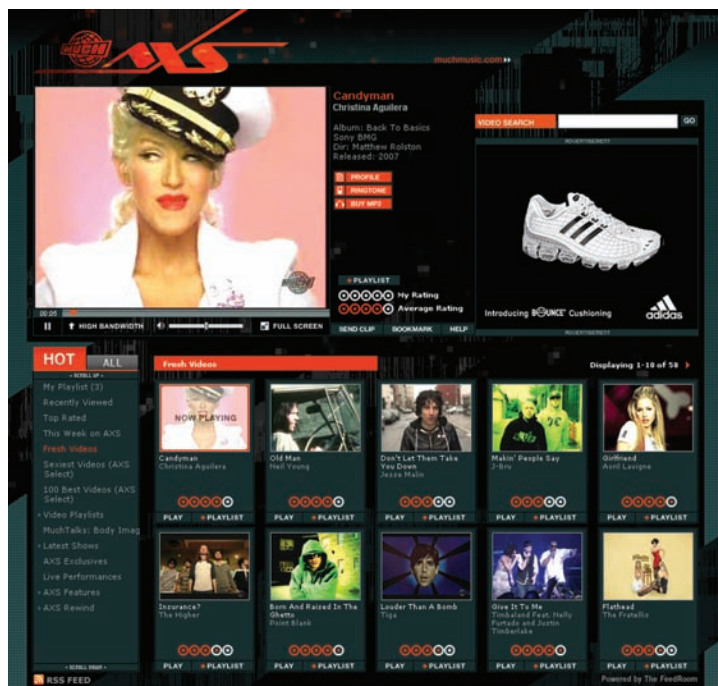
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The site has a consistent reach of over 500,000 unique users, or more than 10 per cent of online users in French Canada. "Our focus on technology gives us a specific edge over other news portals," says Pierra. "Our user base is heavy in highly-educated males between 25 and 54, who visit the site mostly from work." This explains while, in addition to tech-related advertisers like IBM, Microsoft, Bell and Telus, BRANCHEZ-VOUS.com is frequently used by automotive, financial and B2B advertisers.

Most importantly, says Pierra, BRANCHEZ-VOUS! understands the francophone market, and is well poised to benefit from the ongoing migration of francophones from English to French-language sites for their content. "In the past 10 years there has been a clear movement," comments Pierra. "The BRANCHEZ-VOUS! Network grew, while large U.S. and bilingual portals became less dominant in Quebec. Quebecers now expect content from Quebec and we are really the experts in the French market."



adidas integration into MuchAXS, MuchMusic's broadband video player

MuchMusic: Hitting the right note

MuchMusic has always evolved and innovated to stay in-step with its key youth demographic and today delivers a multi-screen experience that capitalizes on its strong broadcast presence to create opportunities on alternate platforms. As a result, MuchMusic.com has predictably become Canada's premiere destination for music content. Its on-demand broadband video community, Much AXS launched just last summer and is already up to two million streams per month.

"The audience is gravitating toward video content because it's so natural to the Web," says Maria Hale, vice president content business development, CHUM Ltd. "Now advertisers are looking up and saying, 'Okay, what are youth doing online, I want to be there as well.'"

This ties in perfectly with the integrated and interactive solutions MuchMusic regularly delivers to its clients across all of its television and online properties. Its website alone averages one million unique visitors and seven million page impressions a month.

"Not only can you have a great broadcast show like the MMVAs (MuchMusic Video Awards), you can then create a separate online experience that is an extension of that. You can add another layer of interactivity to allow people

to vote for their favourite artist online, or via text messaging and you can integrate sponsors into that complete package," says Hale.

In an ongoing cobranded promotion with Juicy Fruit, accessible via the MuchMusic homepage, users enter to win a weekly prize that includes a trip to the Sweeee Suite specially set up at MuchMusic headquarters and a spot on MuchOnDemand, the brand's popular fan-and-celebrity broadcast. "The campaign starts on air with a call-out, directs users online for brand interaction, follows with a studio visit and ends with them back on air as part of the prize," says Hale. "It all comes together."

ZipLocal: The online directory users can make their own.

Local directory sites may not be the sexiest thing on the Net, but ZipLocal is about to change that. The site is positioning itself as the new standard in local directory search with lots of personalization, hyper-local functionality and soon-to-be-added user-generated content.

"We are really focusing on the user experience and extending the community model to local search," explains Elaine Kunda, president and CEO of ZipLocal, which is launching in late March.

ZipLocal was created after the August 2006 merger of redToronto and Zip411. Getting off to a great start, the business inherited 6,500 clients, an average of over 1.1 million unique monthly visitors, and a database of over 1.3 million businesses. It blends the best elements of the two earlier directory sites into one streamlined interface, injecting it with personalized search tools and interactive mapping functionality.

"We figured out what was the best of breed in each of the businesses and

ZipLocal: Optimizing user input

As Canada's newest local online directory with a user-first approach, ZipLocal's long-term strategy is built around the environment of transparent collaboration that today's Internet super-users have come to expect.

"Super-users, particularly those from Gen Y, expect the opportunity to contribute and share," says ZipLocal president and CEO Elaine Kunda. "Wikipedia is the perfect example of a site that has excelled because of users' contribution and sense of ownership. We look to accomplish something similar in the local directory space."

Shortly after its late-March launch, ZipLocal will begin to incorporate user-generated content, letting its savvy, socially active audience contribute directly to business listings. Expanded sorting capabilities will allow users to choose from a wide range of search variables, going beyond the usual categories available on other directories. One day, says Kunda, users should be able to search for everything from a grocery store with a great organic produce section to a restaurant with accessible facilities serving Sunday brunch.

"We see an evolution, over time, of truly integrating user-generated content and creating a much more community-based local search experience," notes Kunda. "The way we search today is too categorical and linear. The only way we can start to get to the essence of what a business has to offer is to allow people to say, 'This is what I like from this business, this is what I use it for'. This is our next stage of development."

Be it apple martinis on a patio, or a mid-town vegetarian restaurant that serves great cupcakes, ZipLocal will deliver relevant and reliable results for the products and services its hip, active clientele is searching for.



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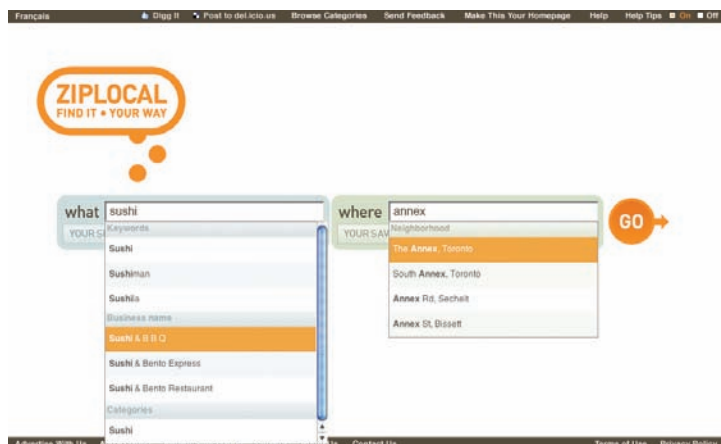
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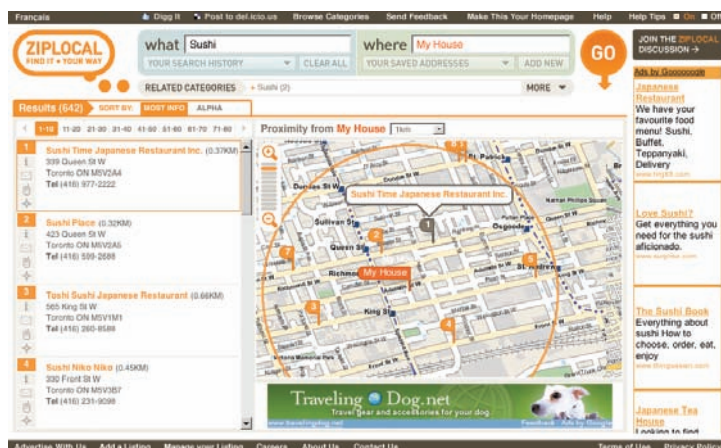
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then built a new site that is ahead of the current Canadian standard in this space," says Kunda. "The market opportunity is massive right now. Users are frustrated with the local directory experience they are getting and SMEs are recognizing the ROI of their online marketing initiatives."

ZipLocal allows users to search based on their particular needs from a search within a city, a specific street or, more interestingly, from a defined location of their choice. All of these searching options can be saved for locations used frequently. Users can map results, get driving directions and text to their mobile devices.

In a new twist, ZipLocal also offers neighbourhood searches for some 45 metropolitan markets across the country. Users can narrow their search to a recognized community across different cities. "We can now allow people to search for sushi in the Annex, rather than having to search in all of Toronto or just a portion of the city," says Kunda.

For advertisers, there are search, directory and display ad opportunities. Directory products are keyword-driven on a flat fee model, but only businesses that are relevant to a user's particular search will appear in the results. This is a marked difference from the competition, points out Kunda.

"A relevant search result is critical to the user experience. So we made the decision to only allow businesses that have a location in the searched area, or who provide service to that area appear in the results. For example, someone searching for pizza in High Park should only see results for businesses serving that area. We strongly believe that relevance will enhance the experience, driving more and more traffic to ZipLocal."

In addition, businesses will be able to independently update information in their listing, adding promotional copy, photos and other details users will find useful.

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MEDIA DECONSTRUCTED ◀ By Patti Summerfield ▶

CONNECTED

In this second instalment of Media Deconstructed, we take a look at some of Canada's top youth plans. As with last issue, these campaigns illustrate the "Connected" theme through many touchpoints, they micro-target and they play to the strengths of each media opportunity.

When we put out the call for the best media plans of the past year, we received a plethora of excellent studies which we whittled down to a handful that were a true mash-up of creative and media, and in many cases, amplified the core idea with an innovative and integrated approach.

The campaigns profiled here – including Genesis Media's highly interactive back-to-school work for Hilroy, and the sexy launch of the LG Chocolate cellphone from Mediaedge:cia – speak to younger demos in their own language via layered and entertaining offerings. A few effectively deployed a specific tactic in a highly relevant platform: PHD's launch of Hershey's Kissables uniquely integrated its product into MuchMusic content; while OMD's work for McDonald's harnessed mobiles as a sandwich sampling mechanism. (OMD also used mobile in a series of youth plans for McD's, including "Wake Up Call," for its breakfast menu. By registering their cells online, teens got a morning wake-up call from a Much VJ, downloaded the "I'm lovin' it" ringtone, and got the chance to win an iPod.)

▶ BEST FUN-MINING IN A SO-NOT-FUN CATEGORY (A.K.A., LET 'EM RANT IF THEY WANT TO)

Genesis Media

Rant and Rave – Hilroy Canada

Teens don't look forward to back-to-school as much as parents and retailers do, so it's a big deal when a school-supplies brand generates excitement within the student body. It's an even bigger deal when the brand can do so nationally on a budget of less than \$250,000.

The selection of tried-and-true CHUM properties was effective and well-targeted. But the concept of getting teens involved with the brand by giving them a platform for ranting about school and whatever else bugs them is what really connected.

Azim Alibhai, group director on the business at Genesis Media, says the interactive aspect of the campaign along with the partnership with MuchMusic allowed Hilroy to speak to teens in their own language. "They're the generation that has never known the sound of a dial-up modem. They're used



to being connected and multi-tasking – IMing, texting and watching TV at the same time as surfing online and doing homework. Leveraging the MuchMusic brands was really key because they already have credibility with the demo, and that's a halo effect for our brand."

Goal

To generate excitement in a typically ho-hum category while increasing brand awareness and making cash registers ring during back-to-school (BTS). The brand had great equity with older demographics but little consumer product awareness among teens.

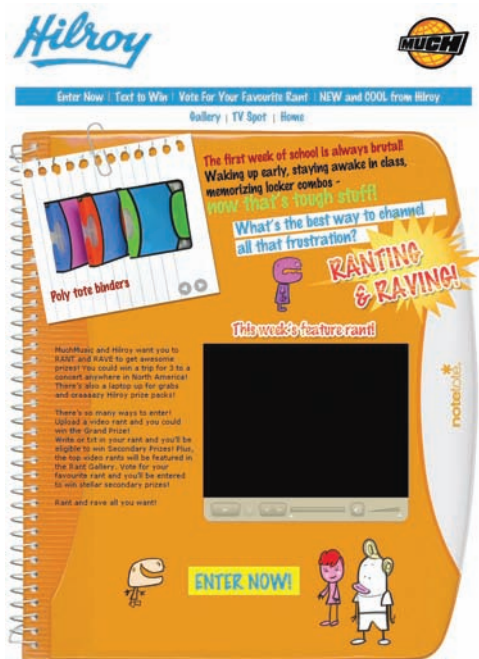
The challenge: to make a national impact for under \$250,000.

Target consumer

Teens aged 13 to 16

Insights and strategy

Teens in this demo are the ultimate multi-taskers when it comes to media consumption. They are extremely opinionated, generally seek peer approval, want to be heard, and don't want to be sold to. The campaign needed to connect with them interactively, empower them, and



speak to them in their own language. The strategy: to provide an accessible public forum that allowed them to rant and rave about school and other topics important to them. Genesis made the brand the hero through this interactivity and gave them the chance to win a cool prize. Partnering with the number-one media outlet for teens, and the creation of a connection-based brand-response campaign was crucial for ensuring credibility with the 13- to 16-year-old target.

Consumer touchpoints

- 30-second CHUM-produced spots airing on MuchMusic, MusicPlus, PunchMuch and Razer
- Various online units within MuchMusic and MusicPlus sites
- On-air promotion through VJ mentions
- Online MuchNewsWeekly newsletters
- Online peer referral through Hilroy microsite
- Contest entry

Execution

Genesis came up with the concept and the media buy while brand agency Ryan Partnership briefed CHUM on the creative and ensured smooth execution of the program, which ran from Aug. 14 to Sept. 19, 2006.

TV spots, on-air promotion, and online efforts drove teens to the Hilroy microsite to upload video clips of their best back-to-school rants and raves. They were also encouraged to text in their rants via SMS or e-mail for extra chances to win the contest.

Video and text rants were posted on the Hilroy microsite via the MuchMusic and MusicPlus contest pages and visitors were able to vote on their favourite rant or rave. The person submitting the best video won a trip for three to any concert in North America, including flight, accommodation and spending money.

The winner also got peer recognition when their winning video was aired on MuchMusic.

Results

Hilroy is not releasing specific data but reports that results exceeded forecasts. The 2006 back-to-school sales were extremely strong and post-campaign results indicate a definite lift in awareness. The metrics for success were the level of engagement and interactivity. Hilroy received a number of high-quality, well-edited videos with elaborate effects and full storyboards, indicating the target's interest and connection level with the brand and contest.

Credits

Genesis Media

Azim Alibhai, group director
Simcha Snell, media supervisor

Ryan Partnership Canada

Simon Moon,
managing director – interactive

CHUM (on-air and online creative, Hilroy microsite)

Patricia Ponte, creative media specialist
Anil Kanji, creative media associate

Hilroy Canada

Samantha Hindmarch,
director of marketing



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SOURCE: 2006 TVQ SURVEY

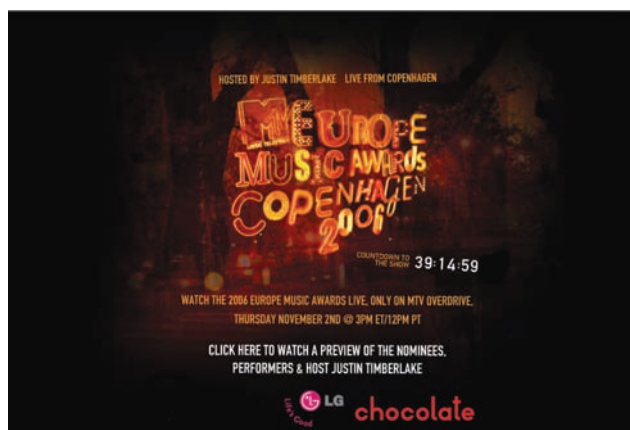
► BEST PHONE SEX (ER, SEXY PHONE) SCENE IMMERSION

Mediaedge:cia

LG Chocolate launch – LG Electronics Canada

Chocolate and sex. Even scientists say they both fire up the same neurotransmitters in the brain. So when Mediaedge:cia was tasked with launching the new LG Chocolate mobile phone, you know what came to mind.

Bruce Neve, SVP/MD of Mediaedge:cia in Toronto, credits this connection idea – LG Chocolate equals sexy style – for the success of the campaign. But, he says: “The target was a challenging one to reach with relevant content and context because they’re always out at clubs and exclusive events, and have very nontraditional leisure and media habits.”



Goal

To launch the phone pre-Christmas in a way that would break through the competition's higher-budgeted clutter.

Target consumer

Young adults

Insights and strategy

In Canada, consumers usually select a service provider then get a handset as part of their contract. At Christmas, Rogers, Telus and Bell spend about \$20 million touting monthly rates and a roster of premium-rich affordable phones. At the same time handset brands showcase their newest models touting areas where they can claim leadership.

LG Chocolate was not a leader, but it's stylish, sexy, beautifully designed and has a great name. It's a statement for scene-setters. The strategy: Work with the creative agency and PR/event co to say sexy is back and focus on the decadent nature of chocolate itself.

Consumer touchpoints

- TV • Online • Mobile • Word of Mouth
- Cinema • Exclusive-Access Event

Execution

To convey the idea that the Chocolate phone brings sexy back, the campaign focused on the scene, the people, the style, and the notion of limited access.

The first flight targeted Toronto to generate buzz for the launch: a VIP lingerie fashion show on Nov. 2. The second flight ran nationally to Dec. 10 with brand creative pushing the sexiness and style of the LG Chocolate.

Mediaedge:cia partnered with MTV Overdrive for a tie-in with Justin Timberlake (and his *SexyBack* hit single) via the European Music Awards, which he hosted, including exclusive sponsorship of the webcast televised on MTV.ca.

Chocolate's cachet was extended on TV with 30-second spots placed in style and celebrity specials. The 30 also ran in selected theatres in Toronto and Vancouver.

Mediaedge:cia worked with Toronto's Highroad Communications on posters in bars and clubs with trendster visibility. Highroad also created the VIP lingerie fashion show and generated buzz. The phone and the show were seeded at nightclubs by event teams of 15 to 20 social/style leaders who handed out tickets to the invitation-only event.

Online, a teaser campaign gave clues about a sexy VIP event and solicited mobile numbers for getting details on show day. Other cyber elements included a sexy quiz run on Dose.ca. BrandBuzz created many of the print and online elements.

Results

LG Chocolate became the talk of the downtown scene and the fashion show received extensive media coverage. Sales in the first 10 days of the campaign greatly exceeded monthly targets.

Credits

Mediaedge:cia

Ross Campbell, group planning director
Ryan Matier, media supervisor

Highroad Communications (event, PR)

Jessica Savage, account director

LG Electronics Canada

Andrew Barrett, VP of marketing
Steve Priener, senior manager, corporate marketing



PRESIDENT

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► BEST SAMPLING WITHOUT PRODUCT (A.K.A., “WAY TO TXT DUDE”)

OMD Canada: Txt in to Get Toasted – McDonald’s Canada

Talk about a virtual world! This campaign was built around sampling without actually giving out any product.

OMD had just four weeks lead time and zero media budget to crank up the impact of a McDonald’s event sponsorship and connect the brand with its key young adult target. Lori Gibb, VP group director of strategy at OMD Canada, says the idea behind last April’s sponsorship of the Telus World Ski & Snowboard Festival in Whistler, B.C. was to try some live sampling, which for McDonald’s is pretty much unheard of. She explains McDonald’s’ quality control makes it difficult to sample outside of a full restaurant – and that the second challenge was to do it in a way that was trackable.

“This was a unique opportunity [for sampling] and it was very relevant for everybody there. You have a lot of people, they’re always hungry, and they’re not used to getting a sample from McDonald’s,” says Gibb.

The move that got them high marks was to solve this conundrum by slipping texting into the equation, and

using youth’s ubiquitous mobiles as a sampling conduit. “It engaged in a fun way. You text in, then get a message, and then go to [the on-site kiosk] to redeem it. It was a good trial to see how we could take advantage of technology but still make it work within our physical reality.”

Goal

OMD’s mission was to make the McDonald’s sponsorship

of the Telus World Ski & Snowboard Festival bigger, and take the brand from simply being a logo on a banner to an active participant.



Target consumer

Young adults

Insights and strategy

Young adults are so inured to marketing tactics that even an offer of free food has to capture their attention imaginatively. Therefore the Ski & Snowboard Festival was the perfect event for the relaunch of McDonald’s Toasted Deli Sandwiches. The strategy: Get the target involved with the brand: encourage product trial and introduce six new varieties to one of the brand’s key target demos; test how text messaging and SMS can be used in future campaigns; and measure the results.

Consumer touchpoints

• Event • Place-based signage • SMS, texting • Sampling

Execution

Txt in to Get Toasted was a relevant event for McD’s to leverage its relationship with title sponsor Telus to reach one of the brand’s key targets and drive trial.

Tongue-in-cheek signage invited the Telus user ‘boarders to send a text to get toasted. The message they got back was, “Congratulations, you’ve won a coupon for a free deli sandwich,” with instructions to hit the on-site McDonald’s kiosk for a product coupon

that could be redeemed there, or later at one of the chain’s restaurants. The paper coupons provided McDonald’s with the trackability it needed to gauge the success of the campaign, and helped overcome the barrier of in-restaurant electronic coupon redemption typical of SMS.

Results

Overall McDonald’s sales in Whistler rose by 38% with an average increase in Toasted Deli Sandwiches sales of 12%. More than 7,000 samples of Toasted Deli Sandwiches were distributed during the weekend event. The brand’s first successful use of SMS looks good for future use in event activities.

Credits

OMD Canada

Lori Gibb, VP group director of strategy
Paul Henderson, strategy supervisor
Julie Lim, senior strategist
Nitesh Nath, strategist

Cossette Communications

Josh Vanderheide, account executive

McDonald’s Restaurants of Canada

Tracy MacRae, regional marketing manager, B.C.
Vilma Morlin, marketing coordinator, Western Canada





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Sources: *Nielsen Media Research, Average Weekly Reach, Aug. 29, 2005 to May 28, 2006, Women 18+ Mon-Sun 6am-6am.



wnetworkmedia.com

MOST INSIDIOUS ONSCREEN INVASION

PHD Canada**Candy-Coded Love Story – Kissables, Hershey Canada**

As part of last year's launch of Hershey's Kissables, a candy-coated mini version of the ever-popular Kisses, PHD needed to reach 14- to 34-year-olds – a group that shares an obsession for music and celebrity news. The solution was a fun and unexpected integration of the Kissables icon into top programming on MuchMusic and Razer and on the homepage of MuchMusic.com.

With this campaign, the product's very recognizable and iconic shape dominated TV and computer screens. From February to April 2006, the Hershey's Kissables logo was on TV screens for 28.5 hours a week for six weeks for a grand total of 171 hours of in-show branding. Meanwhile, an SMS component helped bring viewer engagement to the next level. Viewers sending a text message to see if they were kissable prompted mini Kissables to float up the sides of the TV screen during programming. Branded SMS bounce-back messages drove to kissables.ca – creating an integrated 360-degree effect. To reinforce the loveable characteristic of the brand online, expandable Kissables icons were used in the top news area on MuchMusic.com to candy-code music and celeb news, flagging the fun and happy stories of the day. The online Kissables news icons generated 600,000 impressions and the permanent button generated over 1.2 million impressions.

**Credits****PHD Canada**

Michelle Höhs, account director
Joanna Leenhouts, account manager
Christina Lackza, broadcast supervisor

CHUM

Patricia Ponte, creative media specialist,
CHUM Specialty; Patrick Boydell, account
manager, CHUM Specialty; Heather Gordon,
sales manager, CHUM Interactive

Hershey Canada

Nancy DaSilva, brand manager

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- **Transcontinental** is leveraging a strong relationship with its database of **2.4 million** to develop the circulation of *More* magazine in Canada.



NEWSPAPER SINGLE

Sponsored by Ad West

ACE AWARD

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: MADD Grad

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Peaches Portables

CREATIVE: Number One

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: Moose

RADIO SERIES

Sponsored by Sonic 102.9

AWARD OF DISTINCTION

RED Communications

CLIENT: Edmonton Eskimo Football Club

CREATIVE: Edmonton Eskimo -
Game Day Radio Series

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Alberta Occupant Restraint Program

CREATIVE: 5 Minutes/The Supermarket

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: Carol From Hell/No Joy to the World

VIDEO CREATIVE

Sponsored by Dynacor Media Group

AWARD OF DISTINCTION

Frame 30 Productions Ltd.

CLIENT: Forest Resource Improvement

Association of Alberta
CREATIVE: FRIAA Video

CORPORATE IDENTITY

Sponsored by Kick Media

ACE AWARD

Calder Bateman Communications

CLIENT: Johnston Research Inc.

CREATIVE: Johnston Research Identity Package

ACE AWARD

Calder Bateman Communications

CLIENT: Shirley Potter Costumes

CREATIVE: Costume Card

AWARD OF DISTINCTION

Artsmith

CLIENT: Artsmith

CREATIVE: Corporate ID

AWARD OF DISTINCTION

Freckle Creative

CLIENT: Youmashni Naidoo

CREATIVE: Divinity Within

DIRECT MARKETING

Sponsored by Strategy Magazine

AWARD OF DISTINCTION

PATISON Outdoor Advertising

CLIENT: PATISON Outdoor Advertising

CREATIVE: Christmas Party Mix 06

AWARD OF DISTINCTION

DDB Canada

CLIENT: DDB Canada

CREATIVE: Leash

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Edmonton Journal

CREATIVE: Sorry Snookums

TELEVISION SINGLE

Sponsored by Global TV

ACE AWARD

DDB Canada

CLIENT: Western Canada Lottery Corporation

CREATIVE: Gimme an 'E'

ACE AWARD

Margaret Kool Marketing

CLIENT: Pizza 73

CREATIVE: Appraisal

AWARD OF DISTINCTION

Frame 30 Production Ltd.

CLIENT: Forest Resource Improvement

Association of Alberta
CREATIVE: Acorn

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Alberta Children's Services

CREATIVE: Fight Circle

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Edmonton Journal

CREATIVE: Does Anybody Read?

BROCHURE

Sponsored by Margaret Kool Marketing

AWARD OF DISTINCTION

RED Communications

CLIENT: Edmonton Tourism

CREATIVE: Edmonton Festival City

AWARD OF DISTINCTION

Vision Design Communications Inc.

CLIENT: Unisource Canada

Creative: Unisource Canada - Paper Games

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: fire, etc. the emergency training centre of

Lakeland College

CREATIVE: Rope Rescue Course Brochure

POSTER SINGLE

Sponsored by New Ad

ACE AWARD

Calder Bateman Communications

CLIENT: fire, etc. the emergency training centre of

Lakeland College

CREATIVE: Snowman Down

ACE AWARD

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: MADD Grad

ACE AWARD

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: MADD Crash

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Peaches Portables

CREATIVE: Number One

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: Moose

AWARD OF DISTINCTION

HBK Communications Inc.

CLIENT: Dana Andersen

CREATIVE: Bedroom Surprise

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: fire, etc. the emergency training centre of

Lakeland College

CREATIVE: Melon Down

MAGAZINE SINGLE

Sponsored by Alberta Venture Magazine

ACE AWARD

DDB Canada

CLIENT: Alberta Forest Products Association

CREATIVE: Fish

ACE AWARD

Calder Bateman Communications

CLIENT: fire, etc. the emergency training centre of

Lakeland College

CREATIVE: Snowman Down

AWARD OF DISTINCTION

DDB Canada

CLIENT: Wunderbar Hofbrauhaus

CREATIVE: Belch

WEB

Sponsored by Soundscape Audio Design

AWARD OF DISTINCTION

Vision Design Communications Inc.

CLIENT: Western Archib

CREATIVE: Western Archib Website

AWARD OF DISTINCTION

Vision Design Communications Inc.

CLIENT: Unisource Canada

CREATIVE: Unisource Canada - Paper Games

RADIO SINGLE

Sponsored by Corus Radio

ACE AWARD

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: Carol From Hell

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Alberta Occupant Restraint Program

CREATIVE: Parachute

AWARD OF DISTINCTION

RED Communications

CLIENT: Edmonton Eskimo Football Club

CREATIVE: Edmonton Eskimo "Aunt Fanny"

FELLOWSHIP AWARD

Sponsored by Unisource

RANDY CRONIN

ILLUSTRATION COMPUTER

Sponsored by MediaCo

ACE AWARD

Artsmith

CLIENT: Artsmith

CREATIVE: Corporate ID

PACKAGING

Sponsored by Spark.ca

AWARD OF DISTINCTION

Diva Communications

CLIENT: Barefoot Venus

CREATIVE: Barefoot Venus - Vintage Collection

AWARD OF DISTINCTION

Vanguard Works

CLIENT: Kerstin Roos

CREATIVE: Kerstin's Chocolates: Chocophilia

ANNUAL REPORT

Sponsored by Nisku Printers

ACE AWARD

Artsmith

CLIENT: Alberta Recycling Management Authority

CREATIVE: ARMA, Annual Report

AWARD OF DISTINCTION

Vision Design Communications Inc.

CLIENT: Canadian Western Bank

CREATIVE: Canadian Western Bank -
Annual Report 2006

VIDEO PRODUCTION (CRAFT)

Sponsored by Chum Television (City TV)

AWARD OF DISTINCTION

Dynacor Media Group

CLIENT: The City Of Edmonton

CREATIVE: A Gathering of Energy

PHOTOGRAPHY

Sponsored by Blue Sky Limousines

AWARD OF DISTINCTION

Bluefish Studios

CLIENT: The Ukrainian Cultural Heritage Village

CREATIVE: The Friends of the Ukrainian
Village Society's "Historic
Children's Program"

AWARD OF DISTINCTION

Bluefish Studios

CLIENT: Local bands for use in VUE

& SEE magazine

CREATIVE: Series of Promo Photos
of Local Edmonton Bands

AWARD OF DISTINCTION

Roth & Ramberg

CLIENT: Mothers Against Drunk Driving

CREATIVE: MADD

PUBLIC SERVICE PRINT

Sponsored by See Magazine

ACE AWARD

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: MADD Grad

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: Alberta Children's Services

CREATIVE: One Call

AWARD OF DISTINCTION

Calder Bateman Communications

CLIENT: MADD - Mothers Against Drunk Driving

CREATIVE: Moose

PUBLIC SERVICE BROADCAST

Sponsored by The Sutton Place Hotel

ACE AWARD

Calder Bateman Communications

CLIENT: Alberta Children's Services

CREATIVE: Fight Circle

AWARD OF DISTINCTION

Frame 30 Productions Ltd.

CLIENT: Victoria School of Performing and

Visual Arts

CREATIVE: Learn About Abuse

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: MADD - Mothers Against Drunk Driving
CREATIVE: Carol from Hell

OUTDOOR
Sponsored by Mediactive

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Smart Contest

STUDENT COMPETITION
Sponsored by Derks

AWARD OF DISTINCTION
Alana Dawes
CLIENT: Derks
CREATIVE: Rock your Grad

ILLUSTRATION TRADITIONAL
Sponsored by White Iron Productions

AWARD OF DISTINCTION
Equinox Design Consultants
CLIENT: Edmonton Citadel
CREATIVE: Penelope vs. The Aliens & Bird Brain

AWARD OF DISTINCTION
RED Communications
CLIENT: Edmonton Tourism
CREATIVE: Edmonton Festival City

TELEVISION PRODUCTION
Sponsored by CTV/CFRN TV

AWARD OF DISTINCTION
FilmBratz Productions
CLIENT: Servus Credit Union
CREATIVE: DDB Servus Credit Union "Coffee"

AWARD OF DISTINCTION
FilmBratz Productions
CLIENT: Western Canada Lottery Corporation
CREATIVE: DDB - Super 7 - Chandelier

AWARD OF DISTINCTION
Bear Productions
CLIENT: AADAC
CREATIVE: AADAC - "Fire Pit"

PRINTING
Sponsored by Calder Bateman Communications

ACE AWARD
Grafikom.Speedfast
CLIENT: Monteith Marketing
CREATIVE: Malsbury Polo Club Kit

AWARD OF DISTINCTION
Grafikom.Speedfast
CLIENT: Noot Group
CREATIVE: The Shores

AWARD OF DISTINCTION
Grafikom.Speedfast
CLIENT: Visible Means Design
CREATIVE: Trio

AWARD OF DISTINCTION
Nisku Printers
CLIENT: Athabasca University
CREATIVE: Profiles in Research

SOUND DESIGN
Sponsored by AVIS

AWARD OF DISTINCTION
Soundscapes Audio Design
CLIENT: Tall Guy/Westmount Centre
CREATIVE: Back to School Westmount Centre

SELF-PROMOTION
Sponsored by Alberta Motor Association

AWARD OF DISTINCTION
Margaret Kool Marketing
CLIENT: Margaret Kool Marketing
CREATIVE: Sounds a Lot Like Christmas

AWARD OF DISTINCTION
Equinox Design Consultants
CLIENT: Equinox Design Consultants
CREATIVE: Luggage Tags

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Calder Bateman Communications
CREATIVE: Cockle Warmer

POSTER SERIES
Sponsored by Zoom Media

ACE AWARD
Calder Bateman Communications
CLIENT: fire, etc. the emergency training centre of
Lakeland College
CREATIVE: Snowman Down/Melon Down

ACE AWARD
Calder Bateman Communications
CLIENT: MADD - Mothers Against Drunk Driving
CREATIVE: Lavatory Accidents

AWARD OF DISTINCTION
HBK Communications Inc.
CLIENT: Dana Andersen
CREATIVE: Bedroom Surprise Drycleaning Surprise

AWARD OF DISTINCTION
DDB Canada
CLIENT: Northern Lights Health Region
CREATIVE: No Emergency

MAGAZINE SERIES
Sponsored by ATB Financial

AWARD OF DISTINCTION
DDB Canada
CLIENT: Alberta Health and Wellness
CREATIVE: Healthy U @ Work - In/Out

NEWSPAPER SERIES
Sponsored by The Edmonton Journal

AWARD OF DISTINCTION
DDB Canada
CLIENT: Alberta Health and Wellness
CREATIVE: Premiers' Award for Healthy Work-
places - Runner/Carrot

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Operation: Classified

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Smart Contest

TELEVISION SERIES
Sponsored by William Huff Advertising

AWARD OF DISTINCTION
Margaret Kool Marketing
CLIENT: Pizza 73
CREATIVE: Pizza 73 Brand TV, Appraisal
and Security

AWARD OF DISTINCTION
DDB Canada
CLIENT: Alberta Health and Wellness
CREATIVE: Try It/Let's Go

FEARLESS CLIENT
Sponsored by Red Communications

ACE AWARD
DDB Canada
CLIENT: Old Strathcona Hospitality Association
CREATIVE: Celebrate Respectfully

NON-TRADITIONAL
Sponsored by Bluefish Studios

AWARD OF DISTINCTION
DDB Canada
CLIENT: Humane Animal Rescue Team
CREATIVE: Fetch

AWARD OF DISTINCTION
HBK Communications Inc.
CLIENT: TELUS World of Science
CREATIVE: IMAX Movie Stickers: Fighter Pilot
Operation Red Flag

AWARD OF DISTINCTION
RED Communications
CLIENT: Edmonton Oilers Hockey Club
CREATIVE: Oilers Season Ticket Package

COPYWRITING
Sponsored by Alberta Weekly Newspaper Assn.

ACE AWARD
Vision Design Communications Inc
CLIENT: Unisource Canada
CREATIVE: Unisource Canada - Paper Games

AWARD OF DISTINCTION
RED Communications
CLIENT: RED Communications
CREATIVE: X2 The Mass - Rebranding Christmas

AWARD OF DISTINCTION
DDB Canada
CLIENT: Lion's Breath Yoga and Pilates
CREATIVE: Outer Hottie

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Smart Contest

ART DIRECTION
Sponsored by Maverick Brewing Co.

ACE AWARD
DDB Canada
CLIENT: Alberta Forest Products Association
CREATIVE: Fish

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: MADD - Mothers Against Drunk Driving
CREATIVE: MADD Grad

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Operation Classified Campaign

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Smart Contest

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: MADD - Mothers Against Drunk Driving
CREATIVE: MADD Crash

AWARD OF DISTINCTION
RED Communications
CLIENT: RED Communications
CREATIVE: X2 The Mass - Rebranding Christmas

ADVERTISING CAMPAIGN
Sponsored by Marketing Magazine

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Sorry Campaign

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Operation: Classified - Campaign

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Alberta Children's Services
CREATIVE: Family Violence Campaign

AWARD OF DISTINCTION
Calder Bateman Communications
CLIENT: Edmonton Journal
CREATIVE: Smart Contest Campaign

BEST OF SHOW
Sponsored by DDB Canada

ACE AWARD
Calder Bateman Communications
CLIENT: MADD - Mothers Against Drunk Driving
CREATIVE: Lavatory Accidents

PEOPLE'S CHOICE
Sponsored by IPSOS-REID

ACE AWARD
Calder Bateman Communications
CLIENT: Alberta Children's Services
CREATIVE: Fight Circle



ACE AWARDS
MARCH 3, 2007

 **Advertising Club of Edmonton**
adclubedm.com



THE EYES DON'T LIE

How measuring saccadic eye activity can land valuable insights

◀ By Annette Bourdeau ▶

Sometimes, it's hard to pinpoint why we love or hate certain commercials. For instance, I adore that ridiculous Pepto-Bismol spot featuring Paul Bunyan, a Godzilla type and company doing the "Pepto-dance" set to a sped-up version of the now-infamous symptoms song. I don't know why I love it. The music? The visuals? Hard to say. And, who knows – in a focus group situation, I may even be too embarrassed to admit that I love the silly spot.

Tenafly, N.J.-based research firm PreTesting is just starting to roll out new technology, called e-Motion, that can get around such research conundrums by measuring subjects' saccadic eye activity and visual fixations to gauge what does and doesn't engage them.

"We can tell an advertiser what you as a viewer may not even know," explains Lee Weinblatt, CEO at PreTesting, whose client roster includes the likes of Pfizer, Unilever, Coke and Pepsi. "[E-Motion technology] gives us important information you may not be able to put into words."

"It's something we discovered 25 years ago," Weinblatt continues, adding that the technology at the time was very limited – the subject had to be almost shackled down, and it took his staff almost two weeks to analyze just one commercial because they had to manually sort through the reel-to-reel images. "It was so expensive and tedious to analyze, we had to give it up."



Why does Annette love this Pepto-Bismol spot? Her saccadic eye activity may solve that mystery

But during that brief testing period, they observed something important for client Mars. "We discovered that every time the Mars bar was shown being broken into – revealing all the good stuff inside the bar – the saccades skyrocketed," Weinblatt explains. While PreTesting had



Above: A subject's eye movements are monitored as she watches ads

to abandon the saccadic measurement for commercials, it continued using the technology for print efforts.

Weinblatt says that e-Motion can also help advertisers get a read on whether they

responded well to the star, and were very engaged in watching him make impressive shots. But, when quizzed about it afterwards, they all thought the spot was for Nike, when it was actually for a sports drink.

E-Motion can also help advertisers get a read on whether they have 'attention vampires' in their ads

have "attention vampires" in their ads. For example, PreTesting recently tested popular older commercials and discovered that for a Coke commercial, "Red, White and You," viewers

often got caught up in the catchy jingle of the same name, and couldn't recall the brand message. Weinblatt says that another common attention vampire is the use of celebrity endorsements. He says they tested a spot featuring a basketball star. The viewers

"I would say attention vampires are plaguing more than half the commercials out there today," says Weinblatt.

PreTesting has over 100 testing centres across the States, and Weinblatt says they're able to ship their equipment up north for Canadian clients when necessary. Standard tests – which are not focus groups, Weinblatt emphasizes, because subjects aren't initially told what to watch out for, to create a more natural viewing environment – cost anywhere from US\$15,000 to US\$65,000, depending on the complexity of the target. It costs an extra US\$2,000 to US\$3,000 to add e-Motion to your test. ■ www.pretesting.com

Three words. Paid day off.



May 11 www.bcama.com

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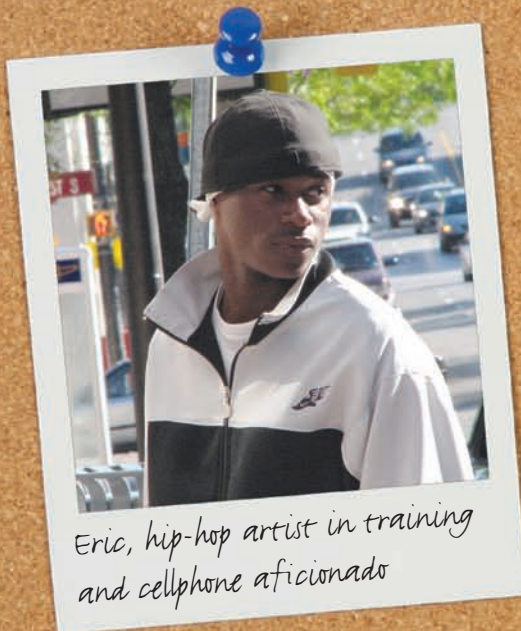
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Teenspace

The ruminations, media loves and brand loyalties of the Canadian teen



Eric, hip-hop artist in training and cellphone aficionado



Jillian (plus friend), aspiring lead guitarist and cautious shopper



sarah, snowboarder and computerphile

With all the chatter about the power of the consumer and content hijacking, *strategy* is finally giving in. For this month's special report, we're surrendering all editorial control.

The content providers? Teens, of course. Who better to take the reins than the arbiters of cool whose love of brands, buying power and life-long loyalty is the aspiration of most marketers?

Meet Eric, 17; Sarah, 13; and Jillian, 15 from Ontario, Nova Scotia and British Columbia respectively. These teens, recruited with the collaboration of Toronto-based Youthography, shared everything from which brands they seek out and their media habits, to their fears and dreams for the future. Welcome to three days in the life of a teen.

Eric, 17

BRAMPTON, ON • GRADE 12

Day One – a Wednesday

i'm tired, but i'm happy. i finished my portfolio for my Ryerson application at around three in the morning. i woke up at seven kicking myself for procrastinating. Then again, it's my style. i'm dreading how tired i am and how it's going to affect the rest of my day. After getting fresh with my Arm and Hammer Extra Whitening toothpaste With a Crest battery operated spin brush... and Lever 2000 showering gel (Axe is cooler... i usually have Axe but i've been low on funds lately so i'm using the parent-bought products in my house for now), i was waiting outside for my ride by 7:30 something.

What was the first branded message you saw today?

At noon, i went straight to the vending machine to "Recharge on Mars." i saw that ad in my head because i've heard it seen it so many times before and because i was tired since i woke up. i needed a charge of some sort. The Mars Bar slogan told me what to do to feel recharged—get a Mars. i even remember saying recharge on Mars as the bar fell out of its place in the machine. i don't even think it works, but it helps me decide real quick what i should buy when i feel like i need a cheap pick me up.



Afternoon

i have three straight classes until noon. i had to get to the mall to catch the GO Bus to Yorkdale to catch the subway to Dundas to get to Ryerson so i could drop off my portfolio. i also bought two magazines: XXL (hip hop magazine) and Ebony (black centered). This way i wouldn't get bored on the long journey. After dropping off my portfolio i did a bit of window shopping.

Which brands stood out today?

LRG – My favorite clothing line. It's for young people with a disposable income and a taste for good urban fashion and their own personal sense of style. (It really bothers me when people don't wear things right...don't buy LRG if you don't know how to wear it...) Nike, Adidas, Timberland – You don't mind spending over \$100 on a pair of shoes (and in some cases, jeans\tops) OR someone who is looking for quality footwear that will be used for specific activities (athletics, walking outdoors...) Coke – The thirsty consumer.

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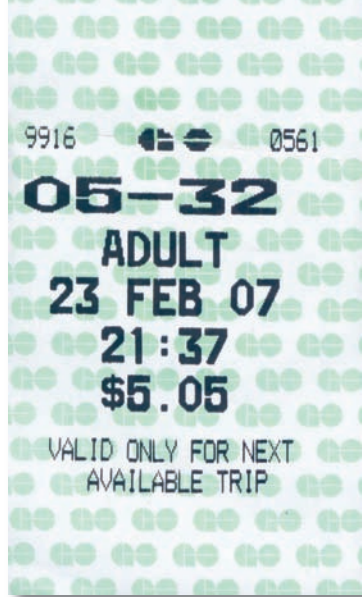
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Evening

I took the bus back home from Ryerson. There wasn't much to eat in the house. I had dry cereal (no lie - frosted flakes on their own) at around ten o'clock and watched half an episode of the Sinbad show—the only TV I've watched all day. Most of my time is spent on my computer. I routinely check my email, my Myspace, and my contact list on MSN to see what's up. Then I check hiphopgame.com.



What media did you interact with?

2 magazines - *Ebony* & *XXL*, TV, Web
XXL is appealing to me because it deals with hip hop and so do I. I'm thinking of getting a subscription to the magazine, no lie. TV doesn't really do anything for me...I've become so detached from it even though there are some programs I really enjoy watching when I do. The *XXL* article on Bow Wow was most interesting... Poor Bow Wow...trapped in his own image...mentally he's 25 (says the article) but they're trying to make him a teenager forever.

What music-related activities?

Streamed music from hiphopgame.com
Listened to music from my own list on my hard drive
Listened to myself - I listened to my own music more than any music right now...I'm trying to develop myself as an artist and it takes a lot of self-assessment.
I listened to hip hop, R&B and a little pop (Just Gwen Stefani)

Day two - a Friday

TGIF! I'm feeling good...got up early...caught the bus to school on time...today's gonna be a good day. I'm looking forward to going to Yorkdale Mall with my girlfriend (of 12 months)...it's always a thrill to see what we can find for her. Nothing to dread...it's Friday. OH and it's payday! I'm getting a haircut...finally!

Which brands stood out?

My first period class is comm. Tech—where the computers are. My friend was on youtube (slogan-broadcast yourself) just killing time before class started. I like youtube...matter of fact I'm on it (search for flowchild). I think it's one of the best ideas brought to the net (along with Myspace and Google). To be able to "broadcast yourself" in front of the world without leaving your house is pretty cool if you ask me. I mean I only

noticed it this morning because my friend was on it, but the reason I'm on it is because I'm an artist and it helps me to promote myself.

What technology did you use today?

Cell phone: Listening to music on the loooong bus rides, texting my girl, calling my friend to see where he was at. I used my Bluetooth headset for most of the day. Computer: I used my computer for less than an hour today...

Day three - a Saturday

I was almost late for work! I quickly called my friend to drive me and of course he did it (what a good friend...) I'm looking forward to seeing my girlfriend after work. Not sure what we'll do yet, though.

Brands of note?

Nike, Adidas, Timberland, K-Swiss, Converse, Champs, Puma... Pumas are worn for a couple reasons. Guys who go for the "freshie" look (Jamaican style...tight clothes...chains on jeans...bandanas on neck/pockets).

Girls who don't like running shoes but don't like dress shoes either wear Pumas. Those European guys who buy nothing but Pumas because it's all they've known. Converse has found a way to make its brand universal...there are no real boundaries in terms of race, age, or sex.

UNBRANDED CONTENT

The most important thing a brand can do for me is: Say what I think. LRG especially does that for me. There's a t-shirt I have from LRG that says "this generation runs the nation". I love it for what it says...that's what I'm all about. I'm not really a sucker for brands unless it's LRG. Brands don't really matter to me...unless they stand for something as deep as culture and unity and the youth....I have to give LRG credit for the angle they're coming from. It's clever, fresh, and appealing.

The technology I most rely on is: The internet. It is my source for everything. Communication\Knowledge\Entertainment...everything. Without it I feel powerless. I feel limited. I feel old-fashioned. I feel like I'm being left behind while the world moves forward. I'm tellin' you man...the minute my modem starts acting funny Rogers gets a call riight away. I need msn...I need myspace...I need all those things. It's how I live.

Music is something I: Live. I don't just listen to music, I create it. For that reason I take music a little more seriously than some people. I listen to words especially. My music is something I depend on. Something I turn to. Hip hop is so appealing to me...the culture, the lifestyle, the artists...everything about it interests me. My music is something I wish to pursue...my music is everything.

In my lifetime, I aspire to be: A young hip hop artist (I'm running out of time) ... a motivational figure (for my generation)...and, above all else, a father (I can't wait to have kids...I mean I can...but I want them one day for sure).

I try to make a difference in my community by:

Breaking out of the stereotype. I'm not your "regular black kid"—whatever that means. I stand for the youth and what our future entails. I'm involved in many activities at school—mainly the black history club. I'm the leader of the club and through certain activities (such as the play I'm working on) I can raise awareness about black history in my school.

The last item I saved up for was: My phone (last summer) - it cost me \$490. Nobody has my Nokia 6280...well nobody around here anyway. It didn't take me too long - I worked a lot of hours in the summer. I had to buy it because my parents wouldn't get me a phone on my birthday. I took matters into my own hands but it cost me way more than it would have cost my parents. Originally I wanted the SLVR with iTunes but I can't see myself with any other phone now. People think I'm crazy for buying the phone full price, but I think you gotta treat yourself sometimes. It's too bad though - the phone has features I can't use because no one else has it...the notable feature is video conferencing done with 3G technology...I hope the rest of the world catches up soon...haha



Jillian, 15

SURREY, B.C. • GRADE 10

Day One – a Thursday

I'm tired! I stayed up too late on MSN with my friends even though my Mom told me to go to bed. I'm a little grouchy. I'm looking forward to making chocolate chip cookies in my Foods class today (memo to remember my apron) and I am dreading a vocabulary test in English (I have a hard time remembering definitions).

What was the first ad you saw this morning?

It was a poster from a music magazine for "Daisy Rock" Guitars. It's on the bulletin board in my room. I really want one!

present from my Mom. I wore my Lulu Lemon brown yoga jacket. Actually, I think that pants and jacket were also. Which is kind of funny because I usually don't like the things she picks out for me. I picked this outfit today because it's warm and cozy! It's snowing outside this morning! It hardly ever snows in Vancouver, but this morning it's snowing and it's really cold !!!

What did you wear today?

My American Eagle brown sweat pants and a brown and white striped sweater. I think the sweater was from Reitmans ...it was a Christmas

Afternoon

Most of the afternoon until 3:00 I spend in school. I walked home with a couple of friends. I did my English work which only took about an hour. I had a socials Project due but decided to do it later. I had to feed the cat and let the dog out.

Which ads did you notice?

A Telus commercial on TV with love birds in it and a Bell commercial on TV with "the beavers" in it. I think they stand out and grab my attention because there are animals in them. I also think that they gear their commercials towards younger people.

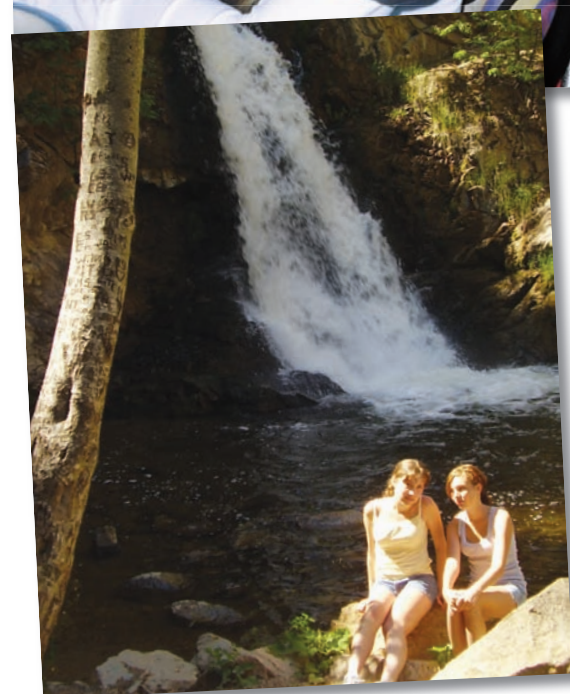
work. I used my cell phone today – but only once to call my friend – she wanted to borrow something from me.

What technology did you use?

I listened to my iPod almost all day. I put it on in the morning when I get into the car to go to school. I'm not allowed it in class (obviously) but I use it in between classes and when I walk home. I used the computer for my homework and also plugged my headphones into the computer so I could listen to music while I was doing my work. I have to confess that I also had MSN running and was talking to my friends...which is why I was up so late doing my

What media did you interact with today?

I had a really busy day and I didn't watch much TV or surf the web today. Which is unusual because I usually watch TV quite a lot in the evenings...but I was out with Mom. I did have the TV on in the background while I was on the computer doing my homework. I put it on the show *Popular* which, even though it's an old show, I really like the issues that they deal with being teens in high school. It makes me laugh and sometimes see the "silly side" of my own problems.



How did music factor into your day?

I listened to my iPod a lot of the time during the day. I didn't download any new stuff today because I didn't have time... so I just listened to what I already have. If I was to download songs I do it from iTunes. I buy the cards and top up my account. I use it because it's a safe site and I don't have to worry about viruses.

Which brands stood out today? Why?

Pizza Hut...that's what we had for dinner...it's for anyone who's hungry! Mary Kay Cosmetics...I thought that it was for older people (like mom) but they have some cool products (especially the hand stuff) and they have a line of face products especially for teens. The Brand that stood out for me was... "DAISY ROCK".

What was the best part of the day?

I've been asking my mom for a guitar for awhile now... I spend a lot of time in my room writing lyrics/poems and I want to be able to put them to music. I've researched guitars on the internet and have gone to the music store to look at them. The best kind for me is "DAISY ROCK" because they build them especially for girls. Tonight, my mom told me that my grandma and grandpa are going to "pitch-in"... Tomorrow night Mom's taking me to the music store to check out a guitar....and buy one for me!!! YOU HAVE NO IDEA HOW EXCITED I AM!!!!

Day two - a Saturday

I stayed in bed until about 11:30. After I got up I went on MSN to talk to my friends who I was going to make plans with for the day. We decided to go shopping and I was really looking forward to that.

Which brands stood out?

We went to every store...but I tend to like the clothes in Urban Behaviour, Fairweather and Bootlegger. They are more my style. I think they are clothes for teens and young adults who like to look good but really want to be comfortable.

What was the funniest part of the day?

While we were looking around Wal-Mart (good place to buy junk food), there was this really big cardboard bin on the ground that looked empty...my friend tried to lean over the edge to look in....and she fell in! Her feet were up in the air and she was stuck! It was so funny! I couldn't even help her because I was laughing so much!



UNBRANDED CONTENT

The technology I most rely on is: My computer. I use it for homework, internet surfing, MSN, text messaging, listening to music, down loading music to my iPod, MSN with and without webcam, digital photography and Photobucket, and email. I would be pretty lost without it!

My music is something: I could not live without. I listen to music most of the time for different reasons....when I feel good, when I feel bad, when I'm bored, when I'm doing homework.... In my room on my stereo, on the computer and with my iPod. I like to have music around me all the time.

The best place for a company or brand to place a message that will get my attention is: I'd say the first place would be on TV - and probably on The Family Channel or FOX. The second place would be on web sites like Nexopia, My Space, etc.

My friends represent...to me: FUN, LAUGHTER AND SUPPORT!
What was the last social issue that had a huge impact on you? teenage drinking. There are alot of people I know that drink on the weekends at home, at parties, and I've even caught some people drinking at school in the bathroom between classes. I don't understand it...but it's a real problem. the parents and teachers seem to be so concerned with drugs these days that I think they are missing alot of what is going on!

Text messaging vs. Instant messaging (MSN) vs. Talking on the phone. Discuss! I kind of like text messaging better because you can do something else while you are waiting for an answer and also because you can talk to more than one person at a time. When I am trying to make plans with my friends I usually do it on MSN. Lots of times too- there are people at the other house that are on the phone...so you don't have to wait for the phone to get free.

The best advice I've given a friend is: Be yourself. The "cool group" will come and go and not be around after high school is over. So stop trying to become one of them and be who you are..... because if you are "real" then the friends you make will be around for a long time to come.

TV vs. Internet. I prefer the TV. The internet can be fun and it's interesting to look up different things, but I think the TV is much more entertaining. I like watching comedies, movies and shows about nature.

The most important thing a brand can do for me is:

Live up to its advertising. I hate it when you see something that you want to try, or want to buy on TV and then when you go to the store to buy it.... it's not quite as nice, or as large, or as bright as they show on TV.

When it comes to spending I tend to: Buy only what I really want and I think about it for a long time. For example the last thing that I really wanted to buy was the "Sims 2" computer game. I saved up the money and my mom took me down to the store, but I still had to take the time to think about it (we went for a drink) before I actually spent the money. I want to make sure that I will not regret buying anything after I walk out of the store.



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KEYNOTE



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The Dream Team



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Sarah, 13

PORT WILLIAMS, NOVA SCOTIA • GRADE 7

Day One – a Thursday

I woke up, got dressed went downstairs to eat breakfast. Then got ready for school. My mood today is cheerful and tired (I had a school dance last night.) I'm looking forward to Ladies Rip night (Rider Improvement Program) where you improve on your snowboarding skills. The upside is that it's only girls allowed. No boys. I'm dreading Full Band. Every one in the grade seven band gets squashed together in one small room.

What was the first ad or branded message you saw this morning?

Why did you notice it?

Ardène. There was a black skirt with ruffles. The matching tank top was Ardène too. It was black with a pink polka-dotted shrug. I liked it. I saw it at Ardène before but they ran out of my size. My friend Nicole was wearing it. Also I love anything pink.

What did you choose to wear this morning?

The tank top white, the Henley was blue, blue jeans, penguin socks and blue earrings and necklace. The brands: Old Navy, American Eagle, Limited Too, Bizou and Claire's.

Afternoon

I had a busy day. Math, science, PE. It was fun though because my friends and I talked up a storm at the cafeteria. It was a hectic day. Here, there, EVERYWHERE! My activities: Physical? Badminton in PE. Verbal? Class Discussions.

What brands did you encounter this afternoon? Who do you think they're for?

American Eagle – fun, Garage – trendy, Mac computers – hard working, Oreo's – sweet on the inside, Ardène – like a bit of everything in their clothes, Farmers milk – thirsty and nutritional, Scholastic – avid readers, Gap – happy with life, and Reebok – fit.

Which stood out?

A.E. and GAP.

Why?

They both use bright colors and huge logos.



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announcements

announcing

John Nishida

GENERAL MANAGER, ONTARIO



Thomas Pigeon, CEO of Pigeon* branding + design, is pleased to announce the appointment of John Nishida as General Manager of the firm's Oakville, Ontario office. John has played a pivotal role in the development of the strategic branding consultancy component of the firm and has substantially contributed to the business development and relationship management side of the business. Prior to joining Pigeon*, John held key marketing positions with such notable marketers as Campbell Soup, Effem Foods and Sara Lee Corp. John has been frequently quoted on the subject of branding and design and has been involved in delivering successful seminars and programs with the ACA, Schulich School of Business and for many of Pigeon's clients. John's forward-thinking problem-solving ability coupled with his ability to connect with and motivate shoppers, staff and clients make him the ideal leader for Pigeon's Oakville office.

announcing

Kate Kerr

V.P. CLIENT SERVICES



John Nishida, General Manager of Pigeon* branding + design's Oakville office, is pleased to announce the promotion of Kate Kerr to the position of Vice President, Client Services. Kate's tremendous depth in brand planning and strategic creative development has elevated the firm's value-added capabilities. Prior to joining Pigeon*, Kate has held various client service positions at other design consultancies, including JKR in London, the UK's largest design agency. Kate has worked with leading international companies, handling global assignments for Mars, McDonald's and Wal-Mart.

Kate's passion and dedication to her work and to her clients is unmatched in our industry. She builds tremendous relationships with her clients, some of which include Tim Horton's, Kraft, General Mills, Scotts Canada and Molson Coors.



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BEYOND CONVENTION

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YOUTH | REPORT

What media did you use today?

Laptop - working at school, camera - taking pictures for your mag, MP3 - listening to music and the television - watching MMM and MuchMusic.

I usually watch Much On Demand to listen to what's happening to all the singers. What they're doing usually leaves an impression on me.

Day Two - a Friday



Wake up, get dressed, eat breakfast, get ready for school. i'm feeling mellow. We have a half-day today and i also have horseback riding.

Which brands stood out today?

Ten, Maybelline, L'Oréal Paris, NYC, CoverGirl, Mary Kay and Bonne Bell. I noticed them on the make-up my friends and I were testing out.

What media did you encounter?

Radio. We played it while we were doing each others make-up. We learned how lucky we are. We don't live in a country with tornadoes or tsunamis. The content that interested me the most was about how much snow there was in the Yukon.



Ardene.com

Day 3 – a Sunday

I didn't wake up until noon today. I slowly got up, dragged my self to the kitchen table and ate. Took the dog out. Typed this up for your mag. Did homework.

What forms of media did you encounter?

Newspaper and magazines.

The newspaper left the impression that there is a LOT going on in the world around us. [It made me realize] there is a lot that we don't know about. The magazine left the impression that celebrities don't have the perfect life. They are just like us. They need to eat, sleep and breathe just like us.

The content that interested me the most was about Ashlee Simpson. She explained she had an above average life but wasn't all that different.

Which brands stood out?

And who are they for?

NIKE and Old Navy.

They were the brands of the comfy, feminine clothes I was wearing today.

Nike – sporty, yet a person who wants to be comfy and Old Navy – trendy but willing to pay for a cheaper price.



UNBRANDED CONTENT

Technology I rely on most is: My computer. It holds all my photos, saves my homework assignments, I can talk to my friends who are millions of miles away and have fun all at the same time.

The things that stress me out are: Homework, too much of it and I freak. Bugs, I'm afraid they'll bite me in my sleep or crawl in my ear. My hair, one minute it's frizzy, the next it's poofy.

The best place for a company or brand to place a message that will get my attention is: On free samples. One time my mom and I got free samples at Fruits and Passion and the next time we went back we bought the product.

Text messaging vs. instant messaging (MSN) vs. Talking on the phone: Text messaging I never use so it's out of the question. I prefer MSN sometimes and others I prefer the phone. For my friends that I see everyday at school, I like to IM them. For friends that I rarely see, I like to phone them. It's nice to hear their voice.

The best advice I've given a friend is: Sleep on it. Whenever my friends ask me for advice, I tell them both sides then tell them to sleep on it.

TV vs. Internet: TV is nice when you're sick and you don't like to be moving a lot. Internet is nice too because you can ALWAYS find what you're looking for. On TV you have only a slim idea what's on and can't pick what's on when.

When I'm alone my favourite thing to do is: Read. With reading you set your mind free. You can make anything seem real. While I'm reading I'll think about a character and wonder what he or she does right now. Then, I'll remember that they aren't real!

The one thing that worries me about the future is: Money. Will all prices be sky rocketed? Will I be able to afford everything that I need?

I try to make a difference in the world by: Smiling. A smile is contagious. One person will pass it on to another, then another and before you know it, the whole world is smiling.

In my lifetime, I aspire to be: A fashion designer, photographer or be a model in a magazine. I love to design and would love to be on *Project Runway*. I would like to be in a magazine too. One of those things has come true!

opportunities

Canada's leading branding and design firm servicing exceptional brand marketers in the consumer goods, business to business and service sectors is adding energetic and passionate individuals to its team.

senior & junior designer

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brand consultant

Our successful candidate for this position will have a minimum of 5 years agency experience and will have demonstrated an understanding of brand marketing, a strong strategic capability and excellence in servicing clients. Our new team member will ideally have career experience in a package design or other design-centric agency (retail and national brand background a plus).

brand coordinator

Our successful candidate for this position will have a post secondary education (university degree ideal). No previous industry experience required but useful. Ability to understand the fundamentals of marketing a plus. Willingness to develop strong strategic and client service skills. Our new team member will be flexible, confident, have good communication skills and be a self-starter. Candidates must be proficient in Word, Excel, PowerPoint and Keynote. Illustrator and Photoshop would be an asset.

If you have dedicated yourself to be a high performer, have proven capability in design and are self-driven, please e-mail your resumé to: cv@pigeonbrands.com

We thank all candidates; however, only those under consideration will be contacted.

BEYOND CONVENTION
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◀ By Nancy Vonk and Janet Kestin ▶

'So now what?'

2007. So where are we, girls? Are those glass ceilings shattering in creative departments? After all the articles, lectures, editorials and ranting, are we catching up with the progress made in other professions?

In a nutshell, when it comes to the senior ranks, nothing much has changed in 20 years. Today we can see women graduating from ad schools in numbers equal to or higher than male grads. Most agencies can point to plenty of female employees. But you'll be hard pressed to find more than 5% in top positions.

How can this be? Why aren't agencies and clients demanding senior female influence when women hold over 80% of the purchasing power? And with female leadership making all the difference on mega success stories like Dove?

How long can this business behave like women don't matter? Well clearly for a long time to come without some fundamental changes. Here are a few rules for success we've gleaned after over a year of talking with students, professors and top advertising men and women across North America.

1. Ladies, get assertive for god's sake.

We've made it in part because we act like men on this front. We declare what we need and generally get it. We're not easily intimidated. We ask for the money we want. This is especially hard for women, who would generally prefer a colonoscopy. If you don't ask, you don't get.

2. Successful senior women need to snap out of denial. Problem? What problem? Some women don't want anything to do with the issue. They may not see it because they haven't had problems, or believe singling out women makes it worse. Recently a magazine journalist told us when she tried to survey advertising women about the career-limiting potential of maternity leave, she couldn't get anyone to talk to her. There's a big problem. Let's all deal.

3. Ad agencies need to allow for flexibility for parents, and stop seeing tending to a family emergency or taking work home as slacking off. We love Rethink. This highly successful agency stigmatizes staying late. Couldn't focus hard during the day so

you can go have a life after six? You're a loser. New parents love the offer to work from home one day a week. Mom of two, ACD Katie Ainsworth confirms that people appreciate the value placed on balance. The principals know it's just good business sense. Let's all copy.



4. Network. This key strength of men is often absent in women. Make a point of meeting influential people and benefit from their lessons and support. Sticking to your knitting will keep your world small and mean losing out on opportunities, from better jobs to hiring the best people once you're the one hiring.

5. Be a mentor once you've made it. A lack of female role models and mentors is cited as one of the biggest obstacles to more making it further. You have much to teach that's unique to the female experience. We've had fantastic mentors. Being mentors now is one of the most gratifying parts of our jobs.

6. Seek out agencies that are female friendly and boost your odds of success and happiness. Across all industries women often feel they have to choose between career and parenthood, and are penalized one way

or another for funneling energy into their second job - motherhood. The agency that's got women in management and/or men who get it present environments where, god willing, you can do it all. We've worked where we were stuck on fem hy, and barred from beer. Trust us, it's better among the gender blind.

7. When all else fails, sisters are doing it for themselves. Women who dare take on that second job can find the flexibility they need by starting their own shops. In fact, women are brilliant entrepreneurs; in Canada they outnumber men by a hefty margin.

How long can this business behave like women don't matter?...If we can crack it here, maybe we'll export our idea to other markets.

8. Can we all just get along? The boys' club is alive and well, but there's no shortage of men who appreciate that keeping women in the fold and getting more to the top is good for business. Senior men and women need to figure out together how we can create environments where women can succeed. Here in Toronto, CDs of both genders are laying down their weapons and breaking bread to get this party started. If we can crack it here, maybe we'll do what Canadians do so well: export our idea to other markets.

Janet Kestin and Nancy Vonk are coCCOs of Ogilvy Toronto. In 2006 they helped launch "Been There," an online mentoring group on creativeskirts.com composed of 22 of North America's top female creatives. The Globe and Mail named Ogilvy Toronto's "Evolution" ad of the year, and Advertising Age named Dove global campaign of 2006.



◀ By Will Novosedlik ▶

Don't bank on it

Brand experience is, by default, a loyalty strategy. It is not an acquisition strategy – unless you are talking about referrals from happy customers.

It's a loyalty strategy because your goal is to build a relationship. A long, mutually valuable one. One that will ultimately generate referrals. Brand experience, relationships, loyalty. They are inextricably linked.

Put that in a banking context. About two years after Paul Martin's rebuttal of mergers among the Big 5, I was asked what I thought of Canadian banking brands. At the time they looked bipolar and undifferentiated to me.

The very notion that a TD Canada Trust could merge with a CIBC, or a BMO with an RBC shows these brands had little differentiation. Clearly they believed the customer would not protest. More to the point, they probably didn't even bother to ask the customer for an opinion before floating the idea by Ottawa.

Ottawa's response was that Canadian citizens and businesses wanted no truck with banks that were more interested in competing for investors on Wall Street than for customers on Main Street. That was borne out by subsequent surveys. Customers thought these were bipolar interests.

Once the doors closed on mergers, at least two of the Big 5 decided they had to refocus on retail banking to redress the balance. They would do it by acquiring regional retail banks in other markets (mostly the U.S.)

and by continuing to compete aggressively in traditional domestic product areas like loans.

The RBC's Gordon Nixon has made it clear he wants his bank to be "First for You," Scotiabank talks about putting the customer first. TD wants to make banking "comfortable" for you. And BMO's head of retail banking,

The first thought that came into my head was, I have been a customer here for 30 years, and I have to *apply* for an overdraft? Shouldn't they just give it to me as a reward? Imagine the word of mouth that would generate!

I filled out the form anyway. Three weeks later (!!?) my application was approved and I

The first thought that came into my head was, I have been a customer here for 30 years, and I have to *apply* for an overdraft?

Frank Techar, is targeting "higher customer loyalty and higher individual store sales."

Loyalty, as Bain & Company's Fred Reichheld wrote in his 2006 publication, *The Ultimate Question*, is won through high-quality customer relationships. And we know relationships are the result of positive experiences. But getting the experience right is where some of the banks are challenged.

I've had my chequing account at the same bank for 30 years, same branch for 20. Recently I requested that holds of any kind be removed from my account. A junior associate told me it couldn't be done, so I spoke to the manager. He was a little more co-operative, but all he could do was suggest I fill out an application for a much larger overdraft than I already had.

went in to sign it. No sooner was it signed, than the manager asked for more of my business.

My application had shown I was worth a lot more than what was sitting in my chequing and savings accounts, and he was eager to get a bigger chunk. Hardly the beginning of a beautiful customer relationship.

There are other obstacles in the way of that relationship. One is the delicate balance between operational efficiency and customer experience. While ATMs and Internet banking are convenient, it's tough to build a relationship without actual human contact. The fees on these things have also disturbed a lot of people, including the federal minister of finance.

BMO's Techar is aware of the challenges and still wants to "put customers at the top in everything we do." But he is also instituting a plan that gives more points for bringing in new clients and cross-selling products to existing clients. All that will do is motivate employees to focus on *volume* not *quality*. That is an acquisition strategy, not a loyalty strategy.

It is certainly not an experience strategy either. To build a positive customer experience, your first concern must be how you make your customer *feel*. If your first concern is how many points you get for opening more accounts or selling more loans, is the customer really at the top in everything you do?

Will Novosedlik is partner at Toronto-based Chemistry, a brand collaborative which links strategy to communication, organizational performance and customer experience. He can be reached at will@chemistrycorp.com.

our readers **write:**

Distressed about Fresh Depressed

I found the title "Fresh Depressed" an unfortunate headline choice for Will Novosedlik's March column about the state of the Canadian grocery industry. "Fresh Obsessed" is the long-running positioning for A&P and Dominion stores in Canada, and Will was generally positive about their 'cult-like dedication to freshness in produce and meats.' Thus the headline was inconsistent (Will's disappointment was largely placed at the feet of Loblaws) and an unfair slam at banners which are clearly getting it right in Ontario.

I'm the first to agree Wal-Mart is a formidable force, but I'm optimistic Wal-Mart Canada's recent entry into the grocery category will only lead to improvements at the existing players (including Loblaws), and the ultimate winner will be the Canadian consumer.

Graeme Spicer, director, retail strategy, DW+Partners, Toronto

WTF

DO U KNOW?

Neato, Fab, Gear, Groovy Cool, Right On....

words and expressions that once defined a generation.

The youth of today, it seems, have little time for words. Entire sentences, expressions, heart-felt emotions, gossip and idle chatter have been reduced and condensed to a new language...words have been replaced with acronyms, abbreviations, symbols and emoticons. Welcome to the

nomenclature of a new generation.

To assist with your assimilation, the team at **Carat Toronto** gives you a glimpse of real peer-to-peer "communications."

To understand WTF they are saying, you'll need to learn the lingo. dEz R d Inks dat wiL tAk U frm eng 2 lingo:

<http://transl8it.com/cgi-win/index.pl>

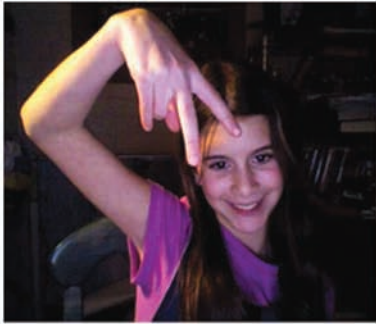
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Natalie Heckler's Profile (This is you)

Chisolm High School



Natalie Heckler

Sex: Female

Interested In: Fashion

Birthday: January 1, 1994

Hometown: TO, Ontario

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Chisolm High School

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Education and Work

☺.....narnia.....☺...im gunna miss ya rach☺ says:
pmji
☺..Elmo.. ☺ says:
Heyyy gf
☺.....narnia..... ☺...im gunna miss ya rach☺ says:
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nm....jc music gurlie stuff...NOT!!!!...lol u??
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ugly betty 24 and heroes!!! IMO so GD!!!
☺..Elmo..☺ says:
luv the new A.T.M!!! ppl r like toothpiks! <g>
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☺.....narnia.....☺...im gunna miss ya rach☺ says:
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☺..Elmo.. ☺ says:
CURS?
☺.....narnia..... ☺...im gunna miss ya rach☺ says:
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